

## **Marquise Museum: Pimp Fashion Review**

Juxtaposed, dream-like images collide in the Marquise Museum's new art book. Using a combination of photography, drawings and cartoons, monstrous and beautiful shapes emerge, catapulting the viewer into a weird wonderland of swirling subways and supermodels.

Its images evoke Man Ray's surrealistic photography and the Dada movement's meta-criticism of art. On the cover a mythical being, half-man half-stag, beckons to the reader, reflecting the tradition in Celtic mythology of a deer leading the hero into adventure.

The collages straddle the intersection of myth, philosophy, sexuality and culture. Rich in complexity, the ambiguity of the images can act as a Rorschach for the viewer; the interpretation reflecting the individual's own preferences, biases and ideals.

Slowly navigating my way through the pages of Pimp Fashion, the recurrent appearance of a man, sometimes half-stag, links the disparate collage worlds on each page. This protagonist is the viewer's guide through the book and his character develops in complexity in each new scene.

On one page he is the horned god of Celtic paganism, flirting with a supermodel while the corresponding poetry can be used as an emotional guide to understand his inner landscape, dwelling in nostalgic heartache. The scene compels the reader to consider how the modern archetype of beauty would be viewed through a pagan lens and to see the hollowness of this overt sexuality when contrasted with the concept of love.

The surreal, visceral images are rich in subtext. Naked white mannequins are integrated into black machinery, showing the objectification of the female body and its dehumanization in our society. The nose of Pinocchio threatens to grow taller than the Eiffel tower which is wrapped in a rose, demonstrating how lies threaten to overwhelm both human-made and natural beauty.

Visually stunning, this is not a book to leaf through quickly, but rather to savor. The more I looked at a collage image and considered its context and themes, the more enriching I found the book.

Coded text on each page gives the reader an additional clue to its meaning. "Apollo and Cassandra" reveals the new identity of the male protagonist in one scene who is covering the eyes of a beautiful woman, reflecting the Greek myth in which Cassandra is cursed with the power of accurate prophecies that no one believes.

The text "David Hume" on a different page brings to mind the philosopher's quote, "beauty in things exists in the mind which contemplates them"; a fitting theme for the rewards the viewer reaps in contemplating Marquise Museum's book Pimp Fashion.

## **About the project**

A pioneer of the use of blockchain in arts, Marquise Museum has decided to launch a Token Sale in order to raise funds as well as increase the awareness of their collectible products while offering unique pieces of art in complement.