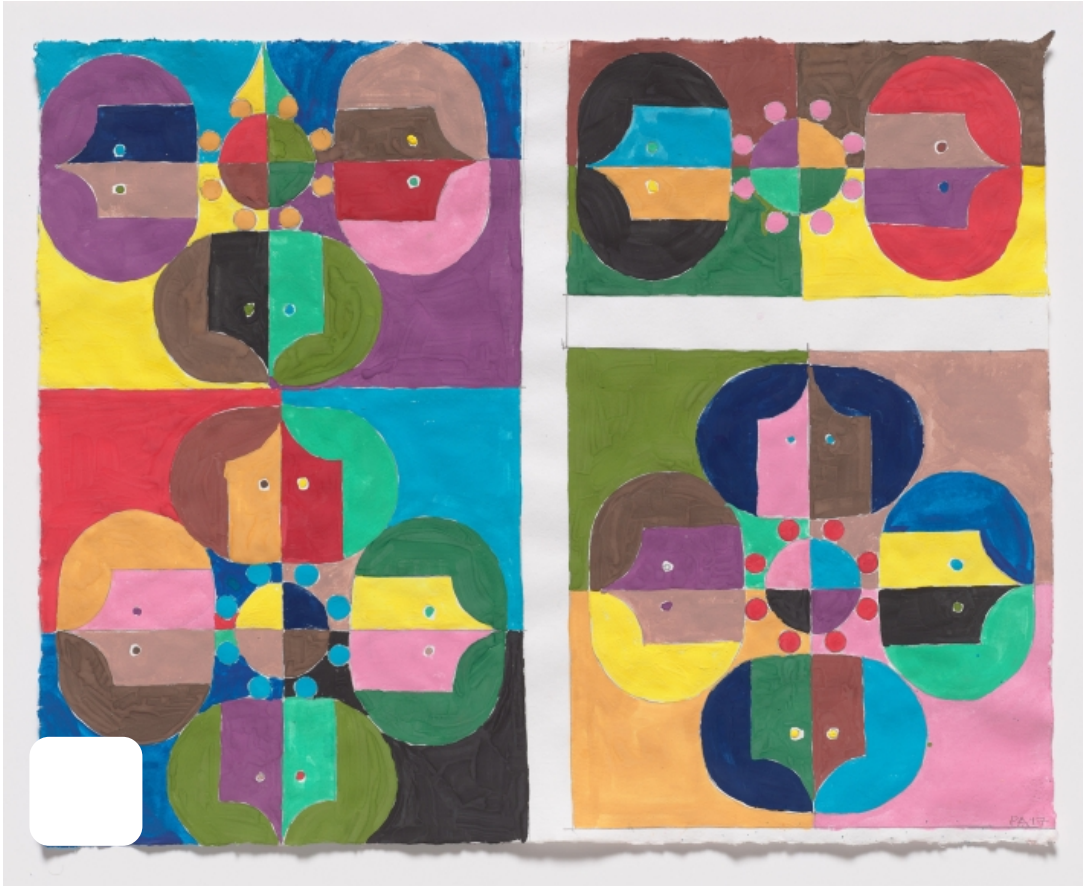


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‘The Potential of Women’ by Polly Apfelbaum at Alexander Gray Associates, New York

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Polly Apfelbaum *The Potential of Women*, 2017 Gouache on paper (44.45 x 56.83 cm)
(Courtesy: The artist and Alexander Gray Associates, New York)

The exhibition titled “The Potential of Women” featuring the works of artist Polly Apfelbaum is on view at Alexander Gray Associates, New York.

The show features new works by the artist, such as gouache drawings, hand-woven rugs, and wall-mounted ceramics. The key motif behind these works is the book *The Potential of Woman* (1963). Apfelbaum draws her inspiration from Rudolph deHarek’s cover design for *The Potential of Woman*. This graphic design cover features a flattened view of a woman’s head. Her use of the image is parallel to her ongoing interest in applied design and popular culture. Apfelbaum was fascinated with the book’s patronizing message. The symposium and the text depict a future where women are useful contributors. The artist, on the other hand, highlights the desire for empowerment and appreciation of capable women. In the

title, she changes woman to women to stress on the inclusive communal narrative around feminism.

Polly Apfelbaum (b.1955) is an American artist. She studied at Tyler School of Art in Elkins Park, Pennsylvania. Her works have been exhibited at various locations such as Chapelle Saint-Jean, Le Sourn, France (2017); Cohen Gallery at Brown University, Providence, RI (2016); Otis College of Art and Design, Los Angeles, CA (2016); and Bepart, Waregem, Belgium (2015), among others. Her work is part of several museum collections such as The Museum of Modern of Art, New York; The Whitney Museum of Art of American Art, New York; Brooklyn Museum of Art, New York; and The Los Angeles County Museum of Art, Los Angeles. Apfelbaum has received several awards and fellowships including Guggenheim Fellowship in 1993, Joan Mitchell Fellowship in 1999, Academy Award from American Academy of Arts and Letters in 2002, and Rome Prize in 2012.

“The Potential of Women” runs through October 21, 2017, at Alexander Gray Associates, 510 W 26th St, New York, NY 10001.