



“Paterfamilias”

Paterfamilias is a visual investigation exploring the theme of oppression in the domestic sphere, bringing to the surface the consequences of the deteriorated relationships in male dominated households.

The project’s narrative evokes memories in all their rawness. The sentiments/resentments as fruit of this experience, functioning to raise awareness of, and discuss, a deviant cultural aspect which still mortifies the dignity of women. The images are wrapped into a form of surrealism elevating and making tangible the sense of conflict, frustration and tension of unsafe shelter, commenting on a social phenomenon of silent but disruptive force.



The Feminine Mystique: The
assumption that women would be
fulfilled from their housework,
marriage, sexual lives, and children

The most sexist commercials of the 50s



**NOW SHE
CAN COOK
BREAKFAST
AGAIN**

... WHEN YOU PRESCRIBE NEW
MORNIDINETM
(BRAND OF PHENAZOLINE)

A new drug with specific effectiveness in nausea and vomiting of pregnancy. Mornidine eliminates the ordeal of morning sickness.

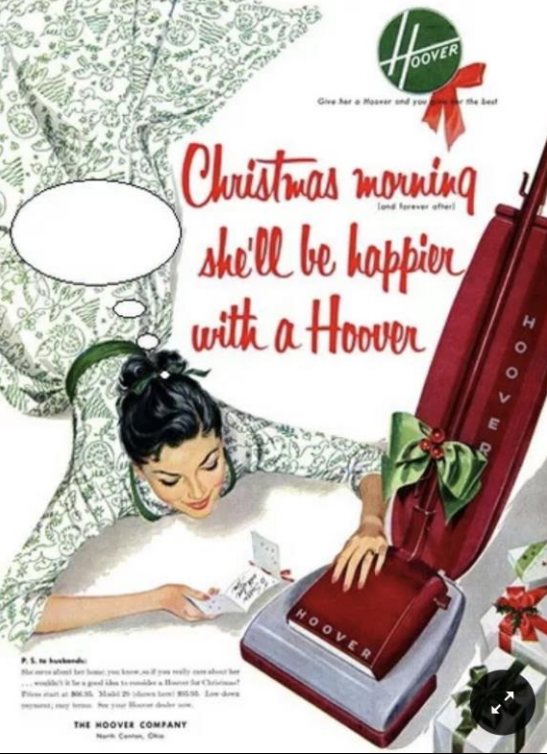
With its selective action on the vomiting center, on the medullary chemoreceptor "trigger zone," Mornidine possesses the advantages of the phenothiazine drugs without unwanted tranquilizing activity.

Doses of 5 to 10 mg., repeated at intervals of six to eight hours, provide excellent relief all day. In patients who are unable to retain oral medication when first used, Mornidine may be administered intramuscularly in doses of 5 mg. (1 cc.).

Mornidine is supplied in tablets of 5 mg. and as ampule of 5 mg. (1 cc.).

G. D. Searle & Co., Chicago 90, Illinois.
Research in the Service of Medicine.

L-260



HOVER
Give her a Hoover and you'll have the best

*Christmas morning
(and forever after)
she'll be happier
with a Hoover*

P. S. to husbands:
The secret about how happy you know, as if you really care about her... wouldn't it be a good idea to consider a Hoover for Christmas? Please start at \$88.95. Model 20 shown here \$105.00. Low down payments, easy terms. See your Hoover dealer soon.

THE HOOVER COMPANY
North Canton, Ohio

WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!

 STAND MIXERS	 AUTOMATIC TOASTERS	 COFFEE MAKERS	 WAFFLE GRIDDES	 HAND MIXERS
 VEGETABLE SLICERS	 PASTA COOKERS	 JUICERS	 CAN OPENERS	 BLENDERS

Husbands:
Look this ad over carefully. Pick out what your wife wants. Go buy it. Before she starts to cry.

Dormeyer
World's Most Complete Range of Appliances

Sabrina  *Your products show IMAGINATION*

**DEMONSTRATES
THE WORLD'S
FINEST
PROJECTION
EQUIPMENT
....HER
BELL & HOWELL
HEADLINER
COLOUR SLIDE
PROJECTOR**



BELL & HOWELL Headline — Slide Projectors available at all leading Photographic Stores

Sole wholesale distributor: Sixteen Millimetre Australia Pty. Ltd.

PHOTO DIGEST, June, 1959

men are better than women! Indoors, women are useful—even pleasant. On a mountain they are something of a drag. So don't go hauling them up a cliff just to show off your Drummond climbing sweaters. No need to. These pullovers look great anywhere. On the level! Entirely and fashionably of the purest, warmest worsted in a bold, clear shaker stitch. Genuine bone buttons. Sizes: S-M-L-XL. Left: Jaring, low button pullover with furless shawl collar that closes up to neck, leftish pocket. They come in four! In brass, white, olive, gray, \$25. Right: Norfolk. An entirely new approach to sweater-making. Belled—attention getting—quite magnificent. In brass, olive, black, \$25.

DRUMMOND
Sweaters



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own suit to dull carpeting, hunt up a pair of these he-man **Mr. Leggs** slacks. Each pair our new automatic wash wear blend of 85% "Dacron"™ and 15% rayon—incomparably wrinkle-resistant. About \$12.99 at plush-carpeted stores.

Dacron  *the Best!*

Get yourself a new pair of **Mr. Leggs**

THOMSON COMPANY, 1700 Avenue of the Americas, New York 19, N.Y.



'Send me no flowers' Actress: Doris Day



'Traces' (2016) by Weronika Gesicka









'Naples, like New York, is a city that falls apart, and despite everything, people are happy, like in New York.'

'Warhol was fascinated by this place, so full of life, with the constant threat of destruction from Vesuvius looming over the city.'

Image: Andy Warhol 'Vesuvius'



Parthenope





bella'mbriana

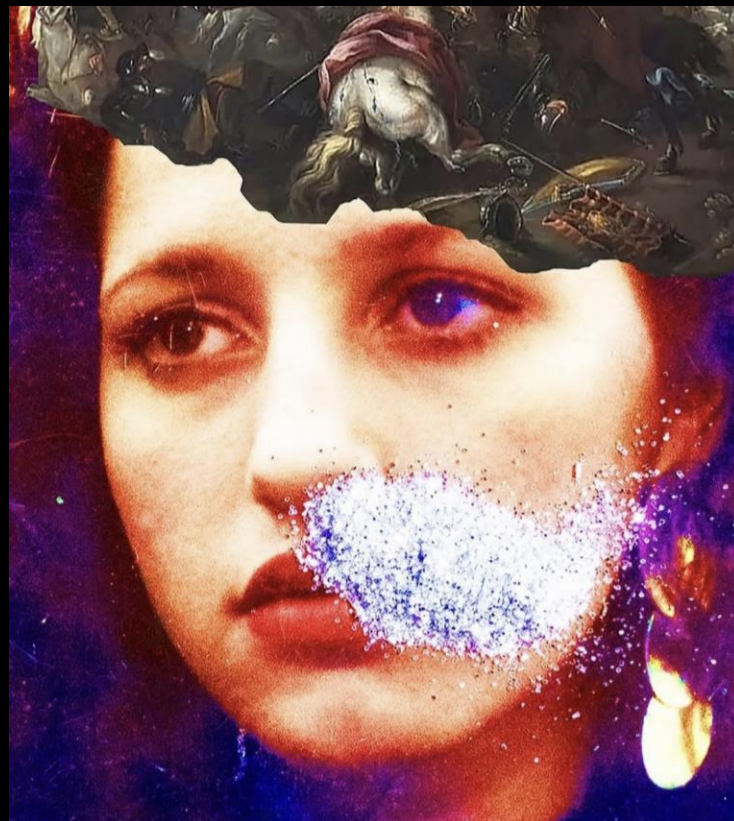


Mythological figures

The miracle of San Gennaro

Image: 'San Gennaro' by
Jorit (2015)





Ada Marino 'New Moons'
Veronica Barbato 'Tua Sorella'

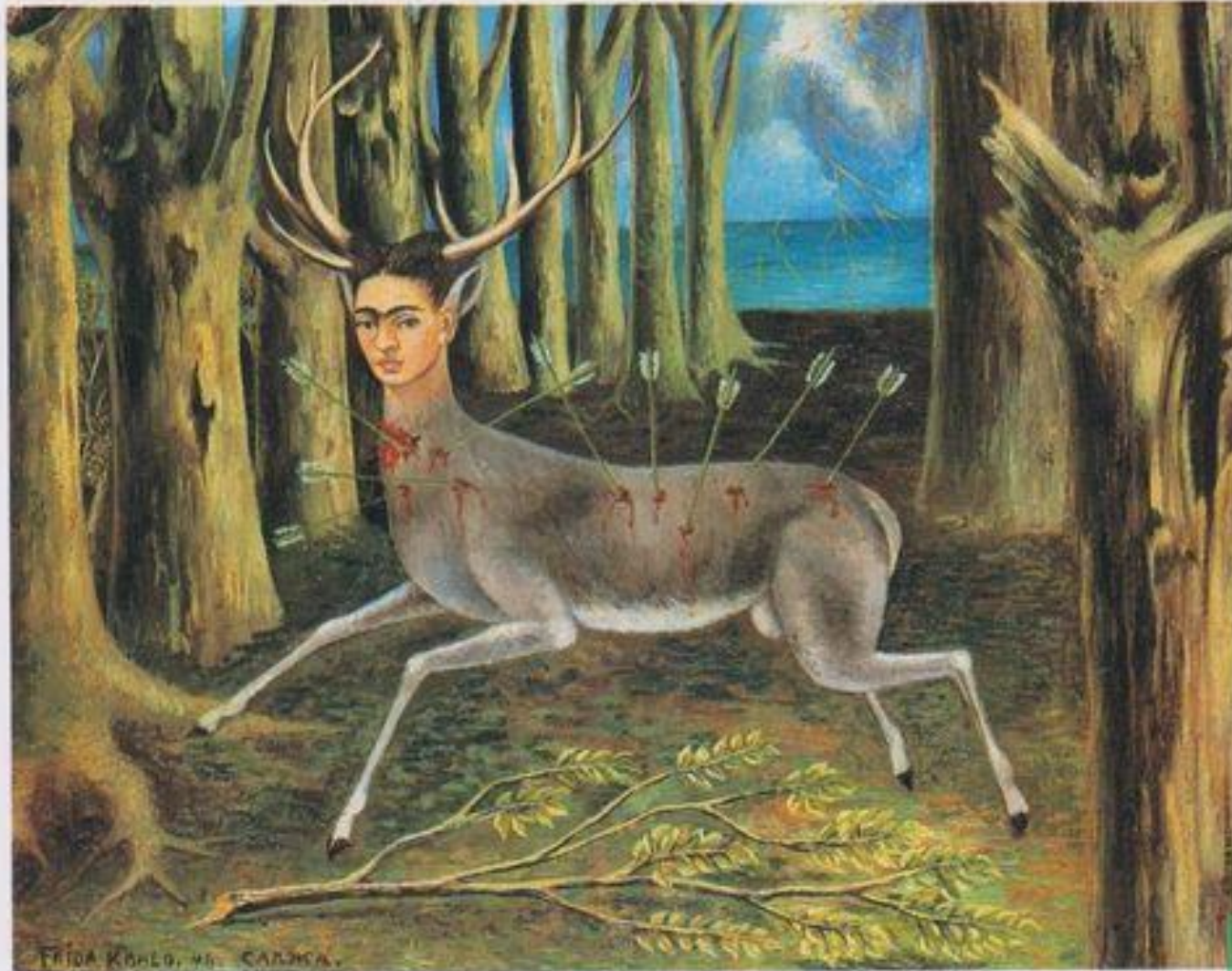


INTERPRETATION OF DREAMS, SYMBOLISMS, SUBCONSCIOUS AND
SURREALISM

Image: 'THE VISION OF TUNDALE' BOSCH H. 1520-30

'The Wounded Deer (1946) Frida Kahlo

'The painting is a juxtaposition of beliefs, her sense of identity, physical and emotional strugglings'



'Novecento' (1997) Maurizio Cattelan

'Instead of offering certainties, his works extend doubt to a condition destined to accompany contemporary consciousness'

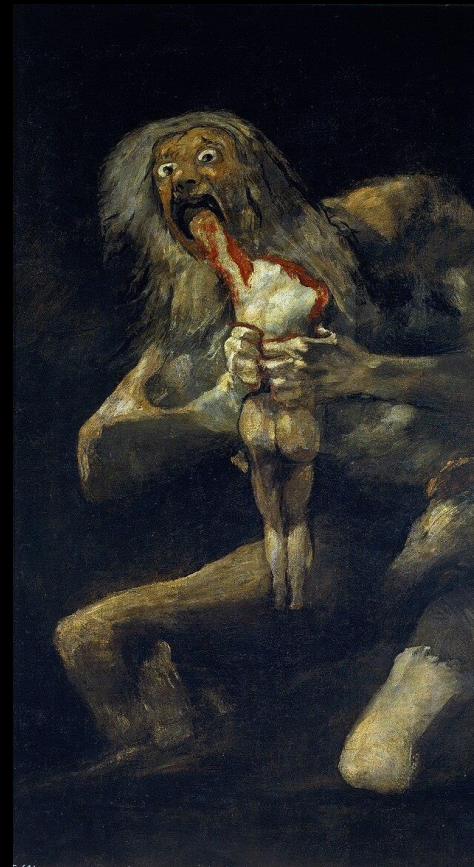


The primitive instincts, not intended as an evocation of violence, but the deformity of spirit that finds space in the tangibility of martyred flesh.

The Slaughtered Ox – Rembrandt (1655)



Saturn Devouring His Son – Goya (1820-1823)



Svayambhu

Anish Kapoor

- By embracing Kapoor's insight into the bodily essence of his creation, I find the freedom to idealise and imbue his work with my personal perspective. This flexibility allows me to weave my own narrative, drawing from my experiences and emotions to enrich the meaning of "Svayambhu" beyond what may be conventionally recognized.
- In my individual interpretation it signified a manifestation of victory, of transport from one dimension to another, of strong and enthralling, of linear borders, but with the risk of something dripping, of anxious and reassuring, of a colour that is true in nature, of majestic but that smells of home, domestic, of matter that becomes liquid and liquid that becomes flesh, that reaches our feet, that heads towards life and that life was already inside, of a war and peace.
- "Anish Kapoor challenges us to seek the truth beyond appearances, inviting us to explore the territory of the unlikely and the unreal, the untrue and the unreal." (Palazzo Strozzi, 2023)





'The Empire of Light'

Rene' Magritte 1954

Eva Stenram





Kinsk
o Bede



Julieta Anaut

Francesca Hummler





Arthur Tress