By Laetitia Duveau in Art

Ewa Doroszenko

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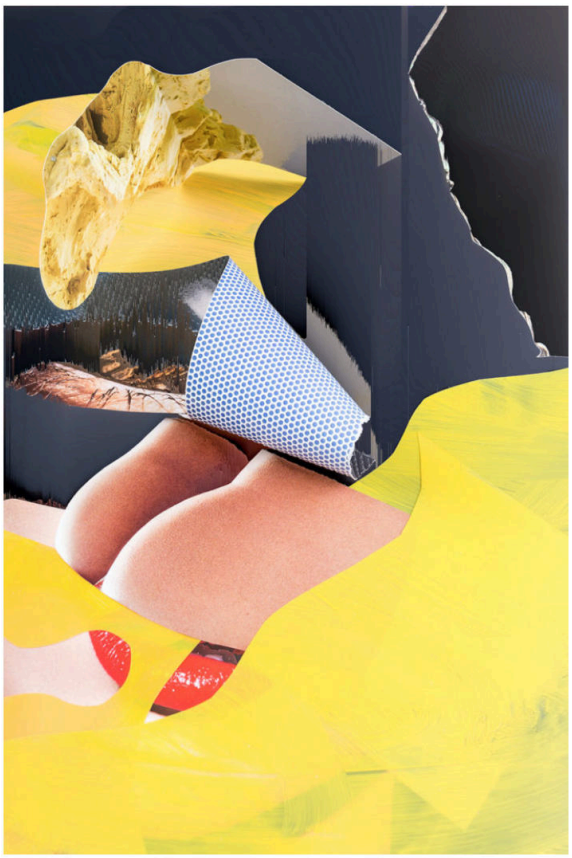
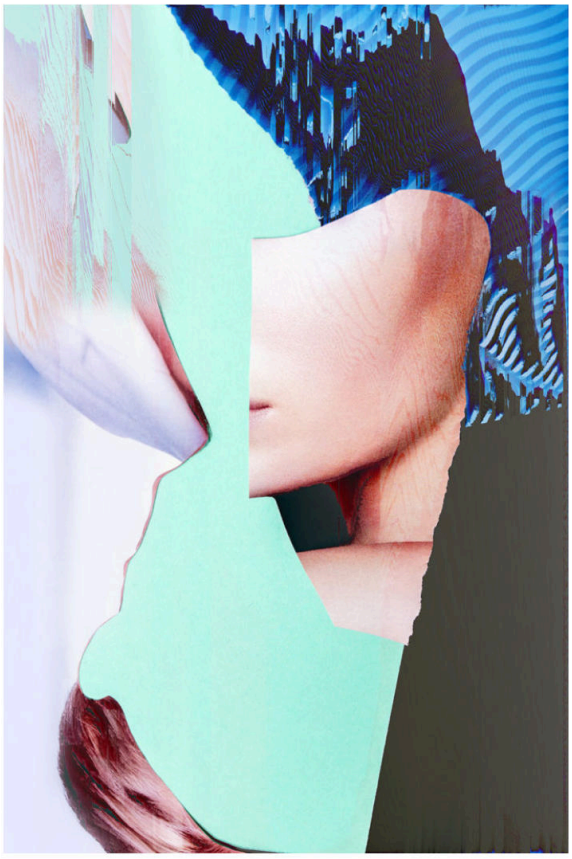
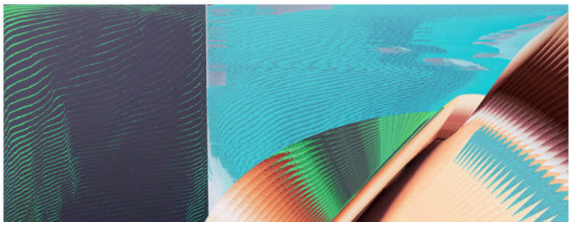
Ewa Doroszenko (b. 1983) is a Warsaw-based artist whose creative practice employs a mixture of painting and digital media. She earned a Doctor of Fine Arts degree (Painting Specialization) from the Nicolaus Copernicus University in Torun, Poland. Her artistic research addresses questions of future technology in tune with digital aesthetics and the traditional fine arts.

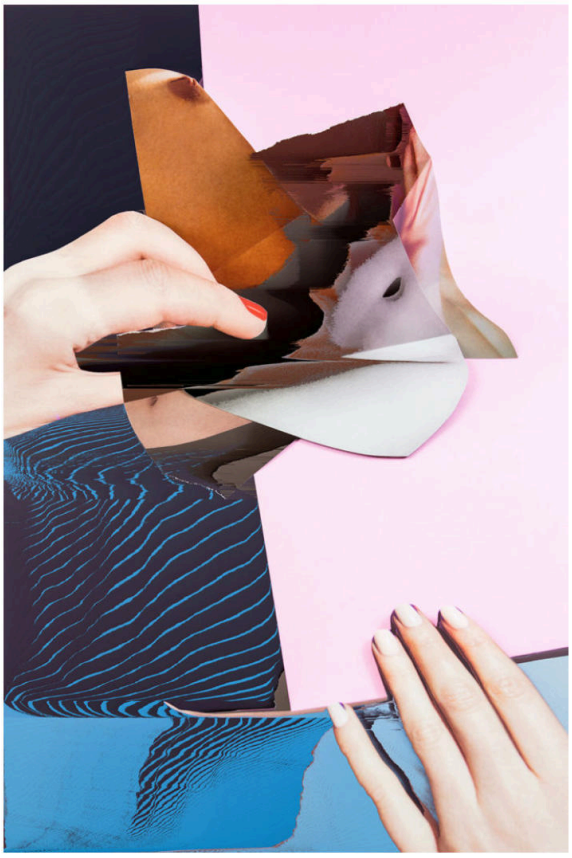
> *"While the Internet can seem like a place disconnected from our physical worlds, much of the activity that occurs there deeply affects how we feel about things outside of it. Modern technology very often makes women dissatisfied with what they see in the mirror. Using different beauty apps, we could smooth out, contour our faces, whiten our teeth, add a few inches in height, make our eyes bigger, select different lips, and use many more of the options. You only need a few simple steps, then you can get a perfect body! See how you would look after cosmetic surgery and increase your beauty! The editor is fantastic, simple and it is only virtual. In this series, I try to challenge our trust of digitally constructed imagery in the context of our post-*

photographic era. The images are inspired by the failures and bugs in beauty apps, where unnatural bodies distort. My work is both a critique and celebration of ongoing progress in contemporary technology and culture. I try to comment on our society, the notion of female identity, virtual alter-ego, and self-improvement. Digitally edited images can serve as aspirational fantasies and occasionally they even can have a positive impact – when they are just effects of joyful entertainment. But is the game in which your body is a battleground can be truly enjoyable?"









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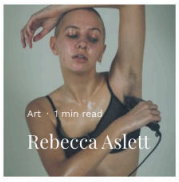

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