

Tit for Tat

Vera Korman's installation Tit for Tat presents a series of posters pasted on the façade of Shay Arye Gallery on De Pijoto Street and the walls of the adjacent alleyway. Using aesthetic language which draws inspiration from the world of commercial advertising, Korman created posters of staged photographs, with which she raises questions concerning gender, status, discrimination, oppression, and exploitation of women. The issues evoked by the posters echo the socio-economic reality of south Tel Aviv in general, and of De Pijoto Street in particular (which houses oligarchs clubs, gambling clubs and drug trafficking). The iconic and fetishistic image of a high heel shoe – a classic new and shiny red stiletto – recurs in the displayed posters. This item of footwear, which crosses classes (both economic and social) and cultures, immediately exposes the stereotypic perception perpetuating femininity as belonging to men and for men, a byproduct of a sexist society. The multiple duplicated posters "hastily" pasted in the public sphere have the look of music clubs posters, providing the activity in the area with a normative and commonplace cloak.

The work was exhibit at the outdoors of **Shay Arye Gallery** as part of the project **Caution, Expansion!** product of collaboration between the Art Department of the Tel Aviv-Yafo Municipality and a large group of galleries. The project is comprised of a series of site-specific installations, which were created especially for the events of **Loving Art. Making Art. 2013**

Curator: Sally Haftel Naveh