

LEILA HELLER GALLERY.



PULP COLLECTORS - FOR CURIOUS MINDS

ART / TRAVEL / STYLE / PHOTOGRAPHY / MUSIC / FILM / INTERIOR / EXCLUSIVES

ART / 07/09/2014

PLASTIC PERFECT BY RACHEL LEE HOVNANIAN



PICTURE PERFECT – PLASTIC PERFECT?

Today's society is getting more and more dependent on phones, ipads, laptops etc. It feels like we can not live without them. It has become your most valueable object. Is there a human being that knows more about you than your phone does? This is exactly what Rachel Lee makes you aware of in her installations PLASTIC PERFECT, displayed in the [Leila Heller Gallery](#) – New York.

Does technology fails it's purpose when we lose interest in each others well being over an instagram moment? When we choose touch screens over an intimate touch? Rachel's installations confront you with today's ubiquitous digital technology and how it effects, for instance, our personal relationships.

Eventhough Rachel's work is quite clear about the future, she does not leaves home without phone herself. But she hopes that her work will inspire the audience to reflect their behavior on technical devices and normalize if neccessary.