**Press Release**

**If you know who she is, it’s time for Botox**Solo exhibition by Joana Schneider

**As if the visitor were a Polly Pocket doll, you walk into Joana Schneider's life-size universe. With her installation of recycled materials, the artist takes a critical look at an artificial, plastic life and current ideals of beauty. 'If you know who she is, it's time for Botox' is the cynical title of the solo exhibition at Rademakers Gallery from June 1st to July 22nd, 2023.**

Polly Pockets first appeared on the market in 1989. The plastic dressing-up dolls with their plastic clothes, live a plastic life in a plastic case in screaming, fake colors in the shape of a heart, shell, pineapple or flamingo. The toys became a rage among young children.
Joana Schneider transforms this artificial mini-Polly Pocket world into a new universe: a life-size installation consisting of an iconic heart-shaped Polly Pocket house in which you can walk around and explore the toy lifestyle life created by Schneider herself. She produced a collection of beautiful handmade clothes and accessories from discarded ropes and leftover yarns, the same materials that have been her artistic medium since graduation. In doing so, she asks the question: how do toys influence how we perceive ourselves?

**New Life**
This makes the solo exhibition perhaps her most critical yet, although in her earlier work Schneider speaks out against the disappearance of artisanal professions such as a thatcher, reed braider and rope maker, which she brings to life in a new labor-intensive way in her own work. The artist also repeatedly demonstrates that we throw away usable materials, while she gives discarded fishing ropes and leftover yarns a beautiful and extraordinary new life.

In sharp contrast to Schneider's artworks and installations, Polly Pocket represents a generation to which the artist herself belongs, now aged between 25 and 45, who grew up with fast fashion and toys made of artificial materials in screaming, cheesy colors. It’s an Instagram generation too, who picks up the latest trends about lip fillers and Botox via videos and for whom that seems to be almost as normal as before visiting the nail salon or sticking on fake eyelashes.

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| **Botox meme**Joana and her sister Leonie - also an artist at Rademakers Gallery- regularly amuse themselves by sending memes to each other. 'If you know who she is, it's time for Botox', the cynically intended meme Joana sent to Leonie, led to the final idea for her solo exhibition. "I feel I have to say something about it and do something with it, because I find it a worrying development," says Schneider."If you used to go to the hairdresser or the nail salon, now Botox is the omnipresent new way to make yourself look more wrinkle-free, younger and more beautiful, often at a young age. Botox and plastic surgery to look more beautiful are so far away from me; I limit myself to more innocent ways to make myself more beautiful: make-up and dyeing my hair," she says.The worrying and critical look led to an ongoing study - for which she does not yet have the answers - on how people look at themselves. And more specifically, how toys (and the industry behind them) influence perceptions of ourselves. Why does Generation X want to 'hone' themselves to the point where their emotions with which they finally communicate are totally flattened, she wonders. And what effect does that have on our society? Schneiders hope is that the immersive experience of If you know who she is, it's time for Botox will spark a conversation about this topical issue, especially among the younger generation.'If you know who she is, it’s time for Botox', solo by Joana Schneider at Rademakers Gallery,June 1 - July 22, 2023.Opening Saturday June 3rd, 15:00 - 18:00 hrs. |

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