

## **Petrina Hicks**

### Brief/Working title of proposal:

A new body of photographic work, which will explore ideas relating to the 'beauty ideal' of the future and how humankind will begin to redesign their appearance through advancements in medicine and science.

### Summary of proposal:

The aim of this proposal is to research and create a new body of photographic work, which explores how we are re-designing the human body through medical and scientific advancements.

Studies suggest that in the future the appearance of people will become generic, due to advancements in genetics, cosmetic surgery and cloning. They also suggest that these advancements will provide us the ability to modify our appearance (or that of our children) beyond the superficial. I would like to explore the consequences of such choices to a future race of humankind.

I would like to research how the 'beauty ideal' has changed over the centuries and how this was documented by art. I will examine the 'beauty ideal' of each past era, to provide the bases and rationale for the likely 'beauty ideal' of the future.

I plan to create a series of photographic portrait images that explore these ideas.

### How this project aims to explore new thinking:

The project will provide me with the time and resources to explore new ideas and thinking in relation to futuristic projections. This is a fascinating subject, one that involves a lot of 'new thinking' outside the square and one I would like to explore in greater depth.

This Fellowship will equip me with the resources and opportunity to research the 'beauty ideals' of the past through art, which will help me to understand and predict the trends of the future.