

*Imagining food: art, aesthetics and design*

Artist Statement – Margaret Baguley

*The Politics of Healthy Eating*

Canvas, ink transfer, fabric, archival paper

42 x 59.4cm

2017

The Healthy Food/Eating Pyramid has been part of our lives since its first appearance in 1982. Interestingly the 2015 version notes that vegetables and fruit now constitute the entire base layer thereby moving grains and cereals to the layer above. There has been ongoing controversy that the significant emphasis on cereals and grains - linked to financial interests - has contributed to rising levels of obesity in developed countries. The repeated background pattern is of the various healthy eating/living pyramids published in Australia. The top layer of the central triangle is a cropped Wordle constructed from the names of various fad diets with a streaked effect to portray their fleetingness; the second layer is a woven placemat of faded and interspersed fast food outlet logos; the base layer depicts various gymnasiums on stretchy singlet fabric straining against these strictures and subsequently subverting the healthy eating/living pyramid itself.