

Susan Aldworth 'The Reality Principle' Series

Print Details:

The Reality Principle 1,2,3, 2014 | Framed Lenticular prints | Editions of 15 | 44.4 x 34.6 cm

*The reality principle is one of the most important of Sigmund Freud's theories of psychology and human mental development. According to Freud, the **reality principle** is the ability of the mind to assess the reality of the external world, and to act upon it accordingly.*



Susan Aldworth's trilogy of lenticular prints *The Reality Principle* were inspired both by Freudian theory, and a question the artist found herself asking whilst looking at a medical scan showing the anatomy of a brain; what would it look like to see the inner workings of the mind, and an imagination's moment of inspiration? The series were created as lenticulars as Susan felt the sense of movement of these time-based prints would enable the spark of inspiration to be visually represented.

The works allude to Rene Magritte's 1937 painting *The Pleasure Principle*, which also references Freudian Theory. The reality principle and pleasure principle both contain within them the pursuit of personal gratification. However the two differ in that the reality principle is more goal-oriented and focused on the long-term, while the pleasure principle disregards everything except for the immediate fulfillment of desires. Susan's series represents a glimpse into such binaries that exist within the mind's complexities, and offers a visualization of the ideas and principles that the human brain is constantly experiencing and negotiating.

About the Artist:

Susan Aldworth is a visual artist who lives and works in London. Susan studied philosophy at Nottingham University before embarking on a printmaking course at Sir John Cass, London. She has since gained acclaim for her work as an experimental printmaker and filmmaker, focusing on the exploration of human identity with reference to medicine, neuroscience and philosophy. Through her investigations into consciousness, dementia, schizophrenia, epilepsy and Down's syndrome, Susan has developed a particular interest in expanding notions of contemporary portraiture.

About TAG Fine Arts:

TAG Fine Arts is an art dealers and publishers based on Upper Street, Islington. We represent emerging and established contemporary artists through a programme of exhibitions, commissions, publishing projects and collaborations with museums.