

Michelle Jacuzzi—Untitled (#7) (“Ricas y famosas”)



Inge and Her Mother Ema in the Living Room (“Ricas y famosas”)



Michelle Jacuzzi—Untitled (#7) (“Ricas y famosas”), 1999

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“Real” Housewives

The “Ricas y famosas” series, created from 1994 to 2000, shares its name with a popular Latin American soap opera. Like the television show, the photography by **Daniela Rossell (b. 1973)** underscores the ways popular culture creates and disseminates female stereotypes.

Take a closer look

Each subject constructs her own image by selecting her clothing, pose, facial expression, and setting. We are intended to read such details as clues to the individual’s identity. The artist considers these works a commentary on the predetermined roles women play.

Something to talk about

These photographs offer an unfettered peek into the lives of wealthy Mexicans. What words come to mind when viewing these settings and the women who inhabit them? What opinions do you form about the subjects and their lifestyle?

Daniela Rossell, *Michelle Jacuzzi—Untitled (#7) (“Ricas y famosas”)*, 1999; Chromogenic print; 50 x 60 inches; National Museum of Women in the Arts, Gift of Heather and Tony Podesta Collection; © Daniela Rossell; Courtesy of the artist and Greene Naftali, New York

Daniela Rossell, *Inge and Her Mother Ema in the Living Room (“Ricas y famosas”)*, 2000; Chromogenic print; 50 x 60 inches; National Museum of Women in the Arts, Gift of Heather and Tony Podesta Collection; © Daniela Rossell; Courtesy of the artist and Greene Naftali, New York

