



## New York Art Installation: Beauty Parlor

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The "Fun House Dressing Room" in the "Rachel Hovnanian: Power & Burden of Beauty" exhibit.

Photo By Courtesy Photo

Women's quest to become works of art has now become a work of art. "Rachel Hovnanian: Power & Burden of Beauty," which opened Thursday at Jason McCoy gallery in Chelsea, is a series of multi-media installations about "women's quest to look their best," put together by Rachel Hovnanian, artist and wife of real estate mogul Ara Hovnanian.

Among the most notable pieces in the show is "Fun House Dressing Room"--a full-scale changing area replete with a warped mirror, racks of bathing suits and an audio track that repeatedly barks such self-defeating phrases as "You shouldn't have eaten those Cheetos" and "You need more Botox."

"I'm not trying to make a judgment-- that's not my job as an artist," says Hovnanian. "I'm just trying to show how much beauty and perfection are part of our culture." To celebrate the show's opening, Hovnanian hosted a panel discussion on "The Power and Burden of Beauty" Thursday night with Fox News talking head Laurie Dhue and body imaging therapist Donna Fish.