

**AAD011 CASE STUDY / CONTEXTUAL RESEARCH AND UNDERSTANDING**  
**NAME: CAOIMHE O'HARE**

Theme: Identity



**Camilla Tonder Rasmussen, *Mask Series; Identity*, 2017**

'Identity' can relate to recognition and identification, personality and character, the fact of knowing who or what a person is. Camilla Tonder's mask series explores visual culture through photographs of various mixed media masks that she has made. Tonder's masks are an important statement about human presentation online and our concern with our appearances in an increasing digital age, building our personal identity based on edited selfies and perfectly curated moments. Tonder's mask metamorphosis represents the way we shape and warp ourselves so not only are we perceived in a certain way by others, but our self-perception also becomes distorted. Our identity has to constantly change to keep up with trends and beauty culture, which promotes unrealistic standards of what our bodies, faces and lives should look like. I think the second mask is particularly powerful, as to me it represents the plastic, artificial need for a perfect presentation online, however it also acts as a barrier shielding her from the outside world. Plastic is a transparent material, however with enough layers it becomes impossible to see through, much like the layers of filters and edits on social media.

**References**

Camilla Tonder Studio Official Site, *Mask Series; Identity* Research, Masks; Hiding and Revealing, Date Unknown, Accessed 12<sup>th</sup> February 2023

<https://camillatonderstudio.com/Mask-series-Identity-research>

Royal College of Art, Camilla Tonder Rasmussen MA Work, *The Body in the Digital age/ Beautification*, Date Unknown, Accessed 12<sup>th</sup> February 2023

<https://www.rca.ac.uk/students/camilla-tonder-rasmussen/>