

Miss General Idea dons her glad rags again

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The Miss General Idea Pageant parodied the 70s art scene. Photos: courtesy AA Bronson

Miss General Idea, the fictional character created by the Canadian artist group General Idea, will make her Latin American debut at the Museo Jumex in Mexico City this month. She features prominently in the group's 1970s works, which parodied the art world and mimicked popular culture by appropriating mainstream magazine formats and staging campy beauty pageants. General Idea: Broken Time (27 October-12 February 2017), which has been organised by Agustín Pérez Rubio and is due to travel to the Latin American Art Museum of Buenos Aires next year, features more than 120 works created between 1969 and 1994, including documentation and props from staged rehearsals for the Miss General Idea Pageant. One of her fabulous V.B. (Venetian blinds) gowns will surely steal the show.