Adi Goodrich: Like Thiiiis

Work / Art

Adi Goodrich's new show is all popping colour, nipples and fun. Like Thiiiiis!

Words by Emily Gosling, Thursday 18 December 20th

We've long admired the work of Californian set designer and art director Adi Goodrich. A veritable mistress of creating the sort of strange, cartoon-like scenes that pop with colour and ideas, she's worked with big-name clients like Michel Gondry and Wieden+Kennedy, but she recently got in touch about an intriguing solo exhibition at The Standard hotel in Hollywood, entitled *Like Thiiiiis*. The show takes the form of an installation in a glass box behind the hotel's reception desk, and features a number of images that look to show what it means to be a young creative at the start of your career.

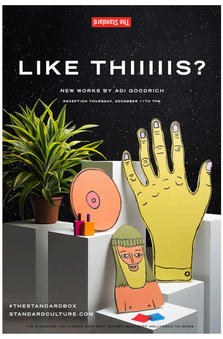
The work as a whole aims to convey ideas of "strength, motivation and womanhood," as well as extolling the virtues of working as a team, achieving "balance" and working toward self-improvement. This is all well and good, but we were hooked as soon as we set eyes upon the surreal tableau of people all in white, pondering a large, bright pair of nipples.

Adi Goodrich: Like Thiiiis

Adi Goodrich: Like Thiiiis

Adi Goodrich: Like Thiiiis

Adi Goodrich: Like Thiiiis



Adi Goodrich: Like Thiiiis

Adi Goodrich: Like Thiiiis

www.adigoodrich.com

Words by Emily Gosling, Thursday 18 December 20th

Most Recent Most Popular

Novembre x ECAL explores contemporary attitudes towards the body and beauty
a day ago

Cheap as chips, it's Best of the Web!
a day ago

Get to know the bold and charming work of illustrator Hannah Buckman
a day ago

Ewen Spencer's new editorial for Arena Homme + is a "semi autobiographical" voyage through time
a day ago

Mr Bingo on crowdsourcing then drawing 24 dancing, naked models for his 2017 advent calendar
a day ago

Friday Mixtape: Protomartyr's Joe Casey on his striking and poignant DIY artwork
a day ago

Adobe Creative Meet Up.
Watch online
Tuesday 14 Nov
6.30pm GMT (7.30pm CET)
Register now

Keep up to date with It's Nice That — Sign up for our daily newsletter
Your email address
Subscribe

Little White Lies
TRUTH & MOVIES
Subscribe NOW