While researching the ideas of brand trust and product identity, I began to notice that the grocery store shelf harbored several racially suspect images, including Cream of Wheat and Uncle Ben’s Rice.
Aunt Jemima
Vickie Phipps
Ubiquitous messages are, by definition, everywhere and therefore familiar to us. Due to the nature of attention, the familiar often gets past critical filters because it feels so comfortable. After all, there is nothing different or alarming about the familiar. I am interested in the powerful ability of graphic design to reframe the ubiquitous because once we see something differently, we never see it the same again.

I was inspired to create this work after reading *Clinging to Mammy: The Faithful Slave in Twentieth-Century America* in which author Micki McElyea critically examines the image of Aunt Jemima in the American imagination. It is my wish to disrupt the contemporary viewer’s concept of the pancake box and invite a critical reading of the imagery because the package design originated from a legacy of slavery, but still sits on store shelves today.
“Are You Hungry?” is a digital composite of the Aunt Jemima and Cream of Wheat paintings. As I made this work I was questioning the idea that instant anything can ever be fulfilling.