

Mayumi Kimura
SHE+ (She Plus)

February 15 – March 10, 2007
Opening reception: Thursday, February 15, 6 – 8 pm

*Cosmetics too are a means of effacing the face, effacing the eyes behind
more beautiful eyes, cancelling the lips behind more luxuriant lips.*

Jean Baudrillard, *Seduction*

The exhibition features color photographs of close-ups of female faces and body parts by a Japanese artist, Mayumi Kimura. Instead of photographing women directly, Kimura arranges fruits and vegetables with lingerie and wigs to construct unique figures of women and photographs these constructions. Noting our age of artificial beauty facilitated by plastic surgery and anti-aging products, and the female desire to pursue ideal beauty, Kimura poses the question, "How we can appreciate the beauty of these perishable women?"

Kimura's images, a series of fourteen photographs with delicately muted colors, are mysteriously elegant and provocative. Her projection of sexuality and countenance on asexual fruits and vegetables leads to surreal and cynical looks of deformed faces and body parts, which convey the complexity and vulnerability of contemporary women who force themselves to follow the perfect images constantly imposed by the media. The title of the show, *She+*, like B+ or C+ on a grade report, suggests women's tireless devotion to "plus," or gain, something by beautifying their appearance.

Born and raised in Japan where the majority of women are uniformly enthusiastic about makeup and fashion trends, Kimura has been investigating her own real nature and ideal self-image. In her previous work, Kimura used a wedding cake doll as a representation of an average woman, and gave the doll an extreme makeover to express her serious wish to be loved, envied, and cured.

Mayumi Kimura lives in Kyoto, where she was born. In 1996, she participated in a one-year studio program at Goldsmiths College in London, and in 2003 earned an MA in Studio Art at New York University. She has had solo exhibitions at Artists Space in New York in 2002, and from 2003 to 2006 at several galleries in Kyoto and Osaka. Her video works were selected for several group shows including "Out The Window" at The Japan Foundation Asia Center in Tokyo and "Moving Time: Tribute to Nam June Paik" at the Korean Culture Service in New York.

The gallery is located on 94 Prince Street at Mercer Street, the Second Floor of Fanelli's Café, New York City. Hours are Tuesday through Saturday, 11am to 6pm.

For further information, please call Mako Wakasa at 212-979-8631 or 917-405-0275, e-mail at makowk@earthlink.net