

**Masayuki Yoshinaga
Goth-Loli (Gothic and Lolita) photographs**

May 16 - June 8, 2008

Opening reception: Friday, May 16, 7 – 9pm

The exhibition features Masayuki Yoshinaga's photographs of Japanese teenagers dressed in the extraordinary style called "Goth-Loli" (the colloquial abbreviation of 'Gothic and Lolita'). Goth-Loli is a bizarre combination of Gothic fashion - all black with occult overtones - and the Lolita chic of girls who wear doll-like dresses with frills and ribbons. There will be approximately forty-five color photographs in the show. A New York based exhibition and design firm, Grand Opening will create the space design.

During 2006, Yoshinaga photographed about 500 young people in the streets, underground clubs, and private homes. The photographs show both the exceptional singularity and diversity of the Goth-Loli culture in the multi-faceted context of brash attention seeking, youthful rebellion, and the desire to belong to a flamboyant, self defined group.

The Goth-Loli phenomenon, unique to Japan, started in the late 1990s with the appearance of a handful of gaudily dressed rock bands whose style was adopted by their enthusiastic fans. The Goth-Loli look soon grew into a new fashion genre and has spread nationwide. Associated with rock music, film, animation, and computer games, Goth-Loli style has diversified into many combinations with punk, cyber, early American, and kimono manners.

This exhibition coincides with "Heavy Light: Recent Photography and Video from Japan" at the International Center of Photography in New York, in which ninety of Yoshinaga's images are presented in slide projection.

Masayuki Yoshinaga was born in Osaka in 1964, and currently lives and works in Tokyo. For the last ten years, Yoshinaga has photographed marginalized people trying to express their individuality in mainstream society, from teenage biker gangs in embroidered uniforms (bosozoku) to non-Japanese East Asian and Middle Eastern people living in Japan. He has had solo exhibitions at the Parco Galleries in Tokyo and Nagoya. His photographs were also exhibited at the Dazed & Confused Gallery in London as part of the JAM: Tokyo-London Exhibition at the Tokyo Opera City Gallery in 2001 and the Barbican Gallery in London in 2002. To date, his work has been published in seven monographs.

The gallery is located at 139 Norfolk Street, between Rivington and Stanton Streets, New York City. Hours are Wednesday through Sunday, 1pm to 8pm. Please note that the gallery's location has changed.

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