

Mademoiselle

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Curator : Tara LONDI

Press visit and opening 20.07.2018



Mai-Thu Perret, *Lesguérillères XII*, 2016. Courtesy de l'artiste et Simon Lee Gallery, Londres/Hong Kong. Photography credit ©Annik Wetter. © Mai-Thu Perret.

MADemoiselle, is a group exhibition that brings together a generation of international women artists exploring the issues and paradoxes of being a young woman today, through a variety of mediums and a broad range of subjects.

Referencing France's recent ban on the title 'Mademoiselle' and drawing upon the past years' global interest in women's rights, best characterized as the #MeToo phenomenon, the exhibition exposes the manifold heritage, expansion and evolution of feminist art strategies and theories today.

It is with a candid or calculated disregard for conventions and taboos that the artists explore the convergence of diverse feminist histories with other aspects of identity politics and social critique, supplanting the concept of a singular feminist narrative and identifying contemporary obstacles for women's emancipation.

The artists elaborate on violence, prototypes of domestic bliss, maternity, social and personal relationships, collective rights, individual empowerment by hedonism and narcissism, media visibility and a general sexualization of culture. They reflect upon pervasive models of 'youthitude and femininitude' – embodied in the concept of the Young-Girl - as desirable ideals in consumer society and culture at large and as regulators of integration and success within it.

All is questioned with a sensibility that is above all colored with an unprecedented brand of humor which seems not only to provide the critical distance to assess both the gains and the losses of feminism but also to serve as a winning strategy to negotiate new possibilities of feminist practices and ideology.

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