

another year in LA

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FOR IMMEDIATE RELEASE

“lol” – internet projects by Marta Edmisten

March 23 – April 27, 2007

“lol” is the Los Angeles debut solo exhibition for Brooklyn based artist, Marta Edmisten. **another year in LA** will be exhibiting works in the form of documentation of intimate internet exchanges between individuals seeking sexual interaction from Ms. Edmisten’s “Blind Date” and “pinkpussypanties” projects.

The nine works in “Blind Date” document both the internet profile and large scale photographs of the individuals who agreed to meet the artist (profile name: i’mfinallydoingit) at the agreed upon location between two married individuals seeking a sexual encounter. Both parties agreed to meet outside of the New York Public Library where Ms. Edmisten photographed her suitors while being essentially stood-up. This almost eerie, pathetic documentation forces the viewer both by scale and circumstance to view the situation with multiple readings. Pissing off some and amusing others; the work resonates contemporary mores, social breadth and personal circumstance.

“pinkpussypanties”; the personification of three young women (18-21 years) who are seeking the attention of men by offering their “worn/soiled” panties for sale (\$25 ea.) while engaging their, would be suitors in banal turn-on chit chat, enticing the buyer with the sale and scent of the seemingly innocent female.

Edmisten is bringing into focus both the desperation and vulnerability of those individuals seeking sexual pleasure via the internet. In both projects, the individuals are consenting “adults” who use the internet for sexual gratification and apparent anonymity. It is often times hard to say who the victim is and who is the prey.

This sophisticated visual discussion of contemporary “dating practices” brings into question ethics, morals and the ever-so-present presence intent of sexual predators. Even though the young women are supposed to be 18, it is well known and documented that pedophilia is rampant throughout our society, regardless of strata or profession and that sexual gratification is not dictated by morals or ethics but by personal desire and the satisfaction of that desire. What turns you on, turns you on. To that end, the internet provides a virtual playground for all that partake; young and old, appropriate or not. Edmisten’s works document, elicit personal response and explore contemporary internet territory, alluding to the lack of privacy and the basest component of human nature.

Catalog available.

Exhibition: March 23 – April 27, 2007

Opening reception: Friday, March 23, 7pm -10pm

another year in LA - located at 2121 N. San Fernando Road, #13, Los Angeles, CA 90065 323-223-4000

Open: Tuesday – Friday, 12pm – 5pm, Sundays: 1pm – 4pm and by appointment.