



Evelyn Yard, London presents a new installation by Argentinian artist, Amalia Ulman, 'The Destruction Of Experience', along with a work by Japanese artist, Hajime Sorayama, opening October 9, 2014.

Ulman (b. 1989, Buenos Aires), in her first immersive installation in Central London will work with sound, scent, sculptural as well as wall-based works to explore the status of the human body as a perishable asset. 'The Destruction Of Experience' is a show about time, body clocks and stretch marks.

Amalia Ulman's candid use of her online persona using social media, along with her participation in numerous group exhibitions, talks (including curators, Hans Ulrich Obrist, Serpentine, London and Simon Castets, Swiss Institute, NYC, ongoing discussion 89plus), publications (Arcadia Missa, London) and institutional support including commissions for LUMA Foundation, Zurich, and MOCATV, LA (forthcoming 2014) have made her one of the most fervent and intriguing artists of her generation.

As a self-described transatlantic expat, a spirit of national nomadism and outsider cultural inquisitiveness inform her practice.

Her works are primarily voiced in the first person, often blurring the distinction between the artist and object of study. The recurring imagery - pearls, butterflies, hearts, coffee art, household ornamentation and motivational slogans – a montage of mundane prosaicness – evoke the iconography of a coming-of-age femininity and the language of relationship advice columns, with their undertones of possession, seduction, anxiety and insecurity. Ubiquitous, everyday objects are observed as unearthed treasures concealing exotic truths, viewed from a furtive, almost voyeuristic vantage point.

In a multidisciplinary manner, she charts a soft-toned exploration of the relationships between consumerism and identity, class imitation and social deception, altruism and orientalism, with a particular focus on the idea of 'cute' and 'pretty'.

This idea of 'prettiness' is central to Ulman's practice and here the installation at Evelyn Yard - an immersive experience - uses the aesthetic languages of the middle, its 'sublime ordinariness', as a mechanism to explore the intersection of class and aesthetics at its most salient point: taste.

To coincide with this solo exhibition, Evelyn Yard, London, will present the work of Japanese artist, Hajime Sorayama (Imabari, Japan, 1947).

Sorayama has long been celebrated for his detailed representational illustrations of female 'cyborgs' – part human part mechanical inventions. Idealised feminine body parts are 'enhanced' with inorganic, machine-like connections and protrusions to create further perfected visions of female form for erotic consumption – a Sci-fi update on the 1950s pin-up. The male gaze of the artist here becomes the omnipotent designer of a fantasy body: pert, shiny, sexually charged. Sorayama began creating these images in Tokyo in the 1970s, they were published in erotic men's magazines such as Playboy and Penthouse. Later his work has resulted in filmic and design collaborations with Lucasfilm and Nike.

He has recently collaborated with iconic Brands such as Stussy and British Knights. Works are held in the collections of MOMA and the Smithsonian.

For more information or enquiries please contact :
info@evelynyard.com or call +44 207 323 0805