

Signe Pierce

Reflexxions

April 24 - June 15, 2019



Exhibition view, Signe Pierce, 2019

American artist Signe Pierce (* 1988, USA) describes herself as a reality artist: “I am pop and I am art. I am digital and I am physical. I am virtual and I am real”. “What is real?” is the central question that hovers throughout Pierce’s installations, photographs, performances and writings.

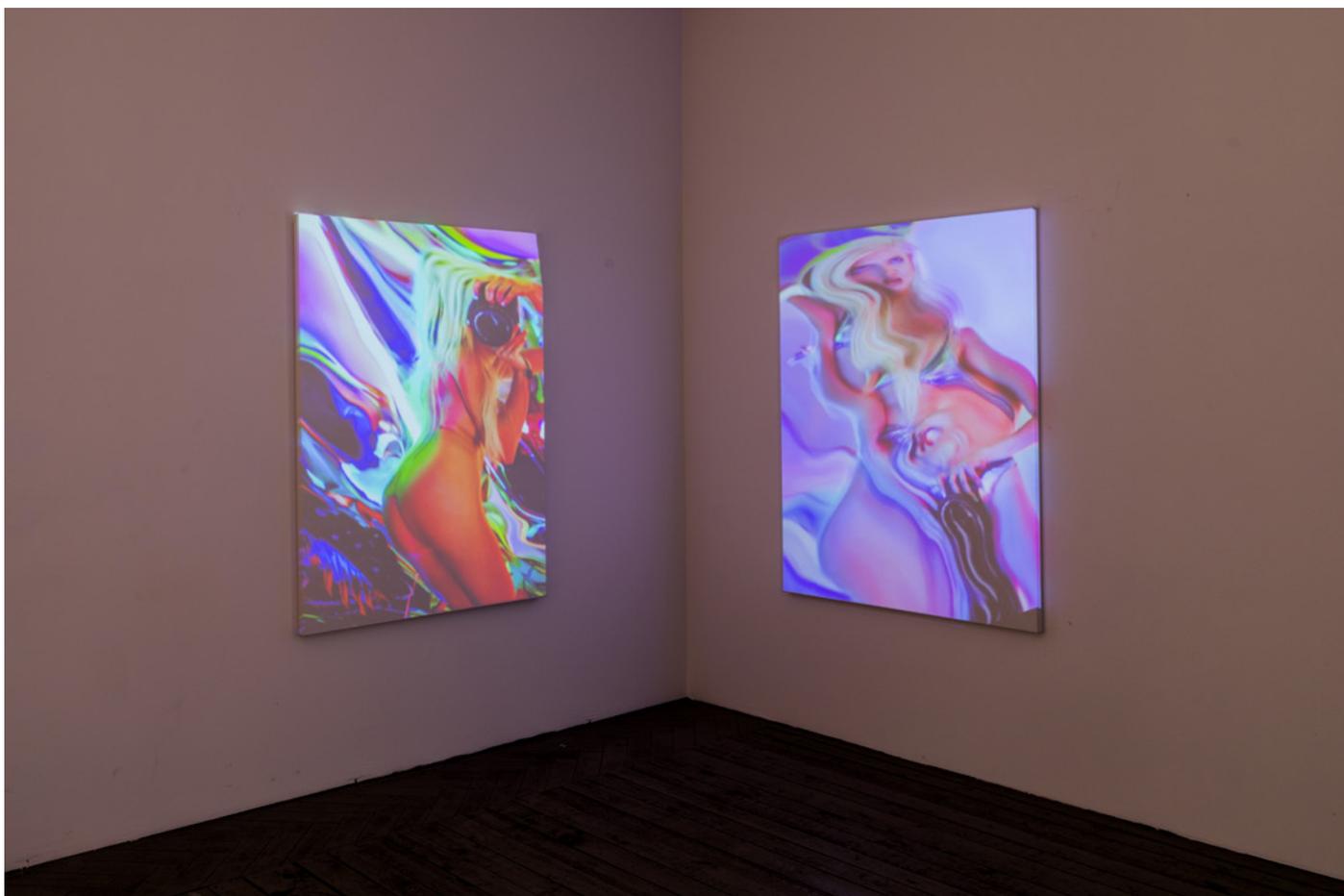
Throughout her work, Pierce has utilized her own life and body as a surface to be projected onto, both figuratively and literally. As a performer and self-described “reality artist”, Pierce presents a provocative, hyperreal version of herself, confronting expectations surrounding femininity, sexuality, and perception.

The short film *American Reflexx* (dir. Alli Coates, 2015) documenting a social experiment that took place in Myrtle Beach, South Carolina, is a heart wrenching technicolor spectacle that raises questions about gender stereotypes, mob mentality, and violence in America. Pierce is filmed donning a mirrored mask and neon blue mini dress as she struts down the Myrtle Beach, South Carolina boardwalk. During the course of her journey down the strip, her presence was met by an angry mob of onlookers whose savage reactions triggered an outright assault on Pierce. The angry mob sought to unmask her mirrored facade, leading to the ironic exchange in which they are faced with their own aggressive reflection.

With *Reflexxions*, her first solo exhibition in Germany at the EIGEN + ART Lab in Berlin, Signe Pierce debuts a new installation and body of work which fuses light, digital projections, and self portraiture with reflective surfaces and blank canvases. In the digital age, identities and photographs become fluid through technology and the speed of communication. Pierce takes this contemporary state literally and, with her "Liquid Paintings", ensures its manifestation by combining canvas and the female nude with a digital projection. It refers to a tradition of art history and, by breaking with tradition, transforms medium, object and subject into the digital age. Sound, light, image and text are condensed into an immersive landscape in their installation, the visitors become part of her reality.

Curators: Marie Gerbaulet and Anika Meier

Photos: Eike Walkenhorst



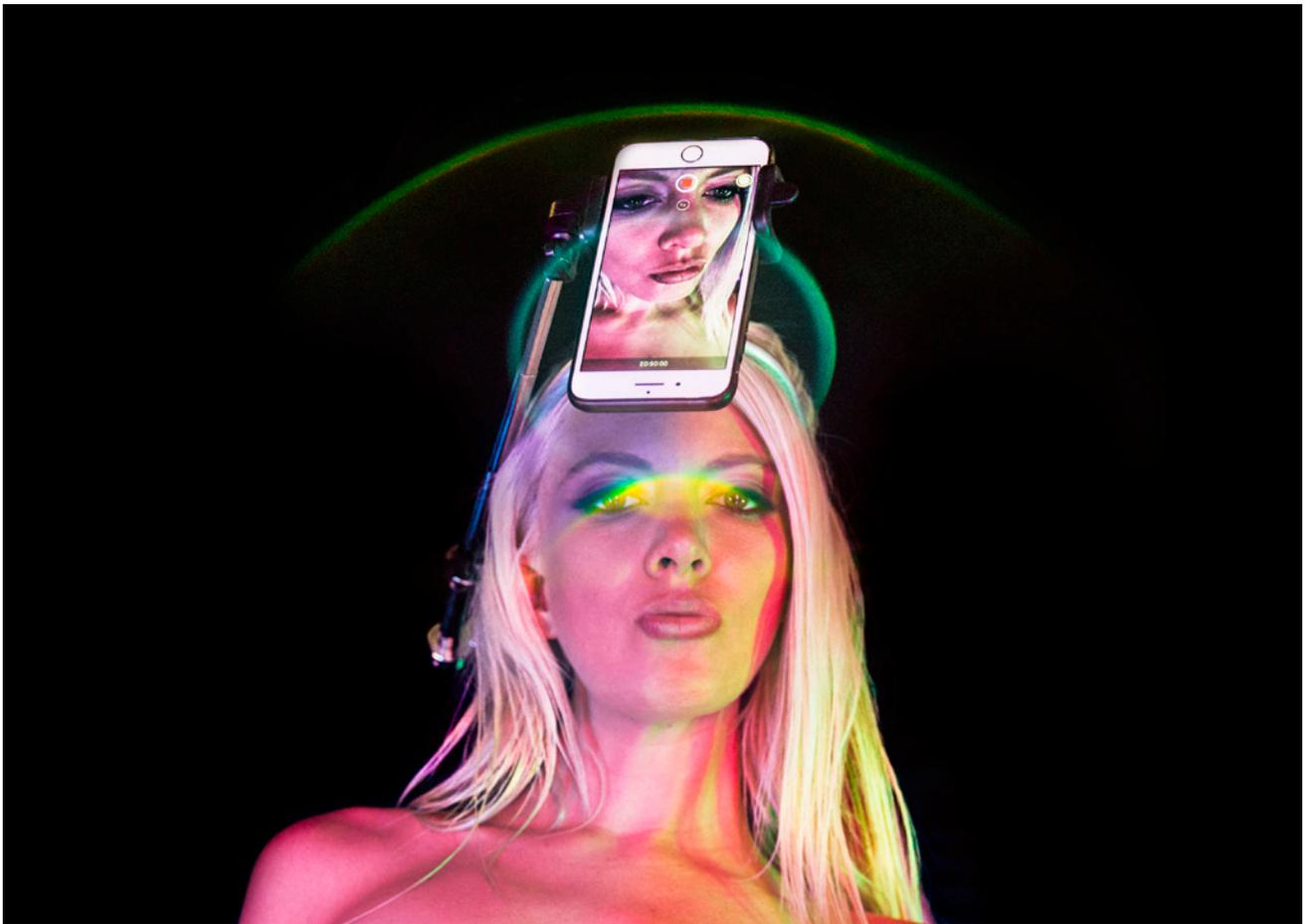
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Signe Pierce, Performing for a Machine , 2018, Fine Art Print on Hahnemuehle Photo Gloss Baryta, 50 x 70 cm
Edition of 3

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