

For Immediate Release

Contact: Seror Studios
Email: menperformingmasculinity@gmail.com
Tel. (415) 230-0025

CELLspace Gallery
2050 Bryant Street
San Francisco CA 94110
www.cellspace.org

CELLspace Presents a Video Premiere by artist Kiki Seror
Men Performing Masculinity: Surgeon of His Honor

Opening Reception for the Artist: Thursday December 17, 7:00 – 9:00 P.M.
Video installation on view December 17 – 19, 7:00 – 9:00 P.M.



Video Still "Men Performing Masculinity: Surgeon of His Honor, 2009." Image Courtesy of the Artist.

San Francisco, December 1st 2009

CELLspace is pleased to announce a three-day video installation event by visual artist Kiki Seror. Ms. Seror is a New York artist who has just moved to San Francisco and who is currently an artist-in-residence at CELLspace 2048 in the Mission District. Seror's project during her residency was to create a video series based on Men's personal grooming habits appropriately titled "Men Performing Masculinity; Surgeon of His Honor." This experimental work on video will have its launch and release party on December 17th 2009 at CELLspace Gallery in San Francisco.

This video production will turn to the subject of Men by capturing the intimate routine of their grooming habits. The project is a study of the notions of masculinity held by men about themselves and how the private moment of grooming is translated into a social behavior. The experimental structure of the piece is the use of a 3/4 mini surveillance camera to record the private act performed by the men. Using a surveillance camera attached to their grooming tools to capture the gesture of grooming creates an unfamiliar closeness between the performed act and the viewer.

This video is a complimentary continuation to an earlier video piece by the artist called "ModusOperandi," which explored the nature of feminine beauty and artifice. "ModusOperandi" will be shown at the Cultural Olympiad during the Vancouver 2010 Olympic Games; a preview is available on [YouTube](#).

About the Artist

Kiki Seror is a visual artist working with digital media. Throughout her career she has sought to explore the binary dynamics between male/female and text/image as opposite genders. Primarily examining language as a subversive tool, she has sought to undermine traditional understandings of gender identity through the use of blunt, if sometimes abashed, amorous verse and imagery. By means of photography, video, sculpture and installations her aim is to translate rapture and imagination by creating computerized topography and tantalizing images that enlist desire, but take the viewer no further than the initial illusion allows. Juxtaposing public and private, sexuality and technology, she strives to create complex visual works driven by a graphic and unashamed feminist sensibility that dares to trespass into realms of inquiry typically represented through a male perspective; to challenge viewers' preconceptions about gender, sexuality, desire, and the body.

Kiki Seror's work was the subject of a survey exhibition at SITE Santa Fe in 2005, curated by Louis Grachos. Her solo show venues include Apex Art, New York; the Sigmund Freud Museum, Vienna; and Nils Staerk Contemporary, Copenhagen. She has been fortunate to be included in the many group exhibitions such as Don Juan, Vienna Kunsthalle (2006); Jeugen von heute, Schirn Kunsthalle Frankfurt (2006); Balance and Power: Performance and Surveillance in Video Art, curated by Michael Rush, Rose Art Museum at Brandeis University (2005); In Focus: Themes in Photography, Albright-Knox Art Gallery, Buffalo (2005); typ0, Moderna Museet, Stockholm (2004); Strangers: First ICP Triennial of Photography and Video (2003); and Fusion Cuisine, curated by Katerina Gregos, Deste Foundation for the Arts, Athens (2002). She also held an artist residency at the SMART Project Space, Amsterdam, The Netherlands from 2001-2005.

CELLspace is located on 2050 Bryant Street in San Francisco's Mission district. For more information please send email to menperformingmasculinity@gmail.com or call (415) 230 - 0025.