

MEDIA CONTACT:

MCASB Communications Office

805.966.5373 x105

communications@mcasantabarbara.org

For Immediate Release.

Artist Genevieve Gagnard to exhibit at Museum of Contemporary Art Santa Barbara (MCASB)

Exhibition: Genevieve Gagnard, *Outside Looking In*

Opening Reception: Thursday, March 5, 2020, 6 - 8 pm at MCASB

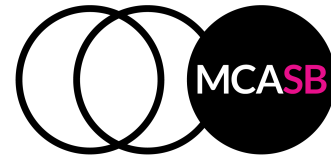
Exhibition on View: From March 5, 2020



Genevieve Gagnard, *Outside Looking In*

Installation view at Museum of Contemporary Art Santa Barbara 2020

Photo by Alex Blair



SANTA BARBARA, CALIFORNIA. Museum of Contemporary Art Santa Barbara (MCASB) is pleased to announce *Outside Looking In* featuring LA-based artist Genevieve Gagnard which brings together several bodies of work made between 2016 and 2019.

Genevieve Gagnard, addresses stereotypes of race, class, gender, and beauty through self-portraiture, installation, sculpture, and collage. Throughout her childhood Gagnard, born to a black father and a white mother in a small and predominantly white town, was faced with imposing feelings of not knowing how she fit in, or where she belonged. A mixed-race artist of color, LA-based Gagnard examines persona, popular culture, historical imagery, selfie culture, and humor to portray contrasting and blended realities reflecting her childhood feelings of displacement. *Outside Looking In* brings together several bodies of work that aim to confront antiquated ideas pertaining to intersections where blackness, whiteness, femininity, and class collide while examining the complexities of self-presentation.

Through the creation of self-reflexive stage-like installations, cinematic character-driven self-portraiture, and mixed media works that incorporate vintage wallpaper and images cut from found *Ebony*, *Life*, and *Jet* magazines, Gagnard blends humor, persona, and popular culture to reveal the ways in which the meeting and mixing of contrasting realities creates an undercurrent of displacement.

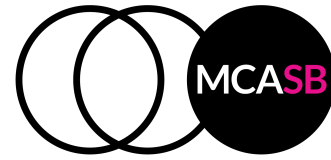
Inhabiting a variety of female archetypes and fictional personas, Gagnard uses photography to examine and play with stereotypes of race, gender presentation, beauty standards, and class, while revealing the plasticity of identity as something both self-constructed and culturally affected. Her stylized photographs present a myriad of identities as Gagnard appears in distinct wigs, costumes, and amongst varied domestic backdrops. Gagnard's characters are constructed through ideals externally imposed and those self-generated.

Outside Looking In presents a juxtaposition between Gagnard's photographic portraits, which are presented outside of, and separate from, the central piece within the exhibition, a site-specific installation bringing together the works *Black is Beautiful*, 2016, and *Be More*, 2018. This tense relationship speaks directly to the artists' examination of her own sense of belonging, and a questioning of her own position as a mixed-race woman of color in America today.

Genevieve Gagnard, *Outside Looking In* is curated by Alexandra Terry, Curator, MCASB.

About the Artist

Genevieve Gagnard (b. 1981, Orange, Massachusetts, USA) is a Los Angeles-based artist whose work focuses on installation, sculpture, and photographic self-portraiture to explore race, femininity, and class. As a biracial woman in America, Gagnard investigates the aesthetic and cultural divide between black and white, a chasm as palpable as it is "invisible." She interrogates notions of "passing" by positioning her own female body as the chief site of exploration - challenging viewers to navigate the powers and anxieties of intersectional identity.



Recent solo exhibitions include, I'm Sorry I Never Told You That You're Beautiful at Vielmetter Los Angeles, CA (2019), Counterfeit Currency at FLAG Art Foundation, New York, NY (2018), and Smell the Roses, at the California African American Museum, Los Angeles, CA (2016). Her work has been included in numerous group exhibitions including Crystal Bridges Museum of Art, Studio Museum in Harlem, Massachusetts Museum of Contemporary Art, and Prospect.4, New Orleans. Genevieve Gagnard received her BFA in Photography from Massachusetts College of Art and Design, Boston, MA, and her MFA in Photography from Yale University, New Haven, CT.

About the Curator

Alexandra Terry is the Curator at the Museum of Contemporary Art Santa Barbara (MCASB), where she has organized exhibitions by artists including Barry McGee, Beatriz Olabarietta, and Brian Rochefort. From 2008 to 2015 Terry was Curator at MOP Foundation, a London-based nonprofit dedicated to promoting and supporting Iranian contemporary art. She has curated exhibitions in the US, UK, and UAE, in addition to contributing to contemporary art publications internationally. Terry holds an MFA in Curating from Goldsmiths, University of London.

About Museum of Contemporary Art Santa Barbara

Museum of Contemporary Art Santa Barbara (MCASB) is a non-profit, non-collecting museum dedicated to the exhibition, education, and cultivation of the art of our time. Formerly Santa Barbara Contemporary Arts Forum (CAF), MCASB is the premier venue for contemporary art between Los Angeles and San Francisco. MCASB is located at the Paseo Nuevo Upper Arts Terrace in downtown Santa Barbara, California.