

ART OF ATTRACTION

F.L.O.A.T. Gallery

300 West 22nd Street NY, NY 10011

Opening Reception
4 March, 2011 6-9pm

On view 4 March through 3 April, 2011, the exhibition explores sexual attraction and physical beauty as it relates to modern everyday existence across the globe through the work of thirteen acclaimed photographers, collectives and duos:

BRIAN FINKE, STEPHEN IRWIN, ELLEN JONG, SANDY KIM, ZED NELSON,
CASS BIRD, LØBER NØGEN, YISOOK SOHN, JOSEPH SZABO,
CAROLL TAVERAS, THERESE+JOEL, CAMILLE VIVIER AND CHRISTIAN WEBER



CAROLL TAVERAS
'UNTITLED' from series 'We Are'



LØBER NØGEN
'UNTITLED' from series 'Sea'



ZED NELSON 'OX AND ANGELA,
PLASTIC SURGEON AND WIFE' Rio, Brazil

Art of Attraction delves into the global obsession with an increasingly narrow Western ideal of physical beauty and sexual attraction, uncovering the extreme lengths taken in the pursuit of appearing physically "attractive" to the opposite sex and to others while presenting revealing images capturing sexual desire and attraction.

Highlights of the exhibition include ZED NELSON'S images, taken from his recent 'Love Me' series photographed in 17 countries across five continents. Reflecting on the cultural and commercial forces that continue to drive a globalized preoccupation with youth and beauty, Nelson's photographs bring into question notions of beauty as perceived in the West and exported abroad. The work of YISOOK SOHN similarly refers back to a contemplation of Western ideas of aesthetics versus traditional beauty in Korea. Works from ELLEN JONG'S 'Getting to Know My Husband's Cock' push boundaries of self-discovery and of the physical in love. Seeking understanding of her most fundamental metaphysical questions through the documentation of her own life, Ellen injects a sense of the body into everyday life and her personal account of romance. STEPHEN IRWIN'S delicate images remake the naïve pornography of his adolescence into a shifting representation of sexuality, reducing pornographic pages to their most essential forms. JOSEPH SZABO'S photographs reveal both quiet introspection and evoke unashamed teenage desire. Together, these works examine beauty ideals and question accepted notions of physical and sexual attraction and appreciation.

Art of Attraction is curated by **CAROLL TAVERAS** and **MEAGAN ZIEGLER-HAYNES**.

About F.L.O.A.T Gallery

F.L.O.A.T. was opened by Carol Taveras and Meagan Ziegler-Haynes in Brooklyn, New York in 2010 as an initiative presenting contemporary photography by emerging and mid-career artists, and as an experimental art and ideas space actively working to push boundaries, support creative processes and engage the community as a whole. Both women bring their extensive experience in visual arts to the gallery—Carol Taveras is an award-winning photographer and artist whose work has been featured in The New York Times T Magazine, Wallpaper, The Guardian amongst others. In 2009 Carol self published "Surrender" - a significant body of her prolific collage work. Meagan Ziegler-Haynes has worked as a curator, photo editor and agent to photographers such as Dana Lixenberg, Stefan Ruiz and Larry Sultan. She's currently a freelance photo editor at People Magazine. F.L.O.A.T. remains committed to the presentation of visual art and ideas exchange.