

Contact: Sara Palmer, Director of Public Affairs
Steven Henry, Public Affairs Assistant
212/219-1222 FAX: 212/431-5328

INSTALLATION ON FEMININE PLEASURE TO BE PRESENTED AT THE NEW MUSEUM

Eat Me/Drink Me/Love Me, an installation by artists Martha Fleming and Lyne Lapointe, will be on view at The New Museum of Contemporary Art from December 8, 1989 through February 4, 1990. This site-specific installation--the Canadian artists' first in a museum setting--will explore themes of nature and feminine sexuality, transforming two of the Museum's galleries into an idyllic environment suggesting a 19th-century country home.

Since their first collaborative effort in 1983, Martha Fleming and Lyne Lapointe have produced three large-scale, site-specific installations in Montreal. Presented in abandoned public buildings, which the artists revive temporarily through architectural restoration, installation of art objects, and performance, these works seek to expose hidden layers of meaning within social and art history. For La Donna Delinquenta, presented in 1987 in an abandoned vaudeville theater, the artists installed objects and held performances that revolved around the concept of the social outcast--specifically the woman criminal--and examined themes of abandonment and the relegation of the unusual to spectacle. Rooted in feminism and concerned with marginalization, Fleming and Lapointe's installations have consistently investigated the complex social structures that lead to the disenfranchisement of certain populations.

Eat Me/Drink Me/Love Me takes its title and direction from "Goblin Market," an allegorical poem of feminine temptation, seduction, and redemption by 19th-century English poet Christina Rossetti. In this installation, Fleming and

Lapointe will focus on the notion of pleasure for women within the rigid framework of a male-dominated culture, particularly as it relates to nature and feminine sexuality. Rossetti's poem, based on a conflict between virtue and sensual pleasure in a pastoral setting, sets a historical precedent for Fleming and Lapointe's work, echoing their exploration of emotional and sexual possibilities for women within a restrictive environment. Fleming and Lapointe also allude to the homoeroticism of "Goblin Market" by suggesting a fictitious relationship between Rossetti and her contemporary, Emily Dickinson.

Using an assortment of architectural elements, found objects, and materials from nature, Fleming and Lapointe will transform two of the Museum's galleries into an intimate retreat of sensual delights simultaneously evoking domestic and rustic environments. The front gallery will be reworked into a comfortable interior space with images that suggest both the gratifying abundance and unsettling threat of nature. In the second gallery, the intensity of desire will be embodied by a bowl of luscious fruit made of semi-precious stones that is both alluring and unattainable.

Eat Me/Drink Me/Love Me has been undertaken with the assistance of the government of Canada and the Quebec Government House, Cultural Affairs.

The New Museum of Contemporary Art is located at 583 Broadway between Prince and Houston Streets in Soho. Hours are Wednesday, Thursday, and Sunday, noon to 6 PM; Friday and Saturday, noon to 8 PM; Monday and Tuesday, closed. Admission is by suggested contribution: \$3.50 general; \$2.50 artists/student/senior; members and children under 12, free. Recorded information on exhibitions and programs is available by calling 212/219-1355.