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Contemporary Art
Museum St. Louis

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FOR IMMEDIATE RELEASE

Martine Gutierrez brings HIT MOVIE: Vol. 1 to CAM, March 25



Martine Gutierrez, *HIT MOVIE: Vol. 1*, Movie Poster, 2022. C-Print. © Martine Gutierrez. Courtesy the artist and RYAN LEE Gallery, New York.

March 7, 2022 (St. Louis, MO) - The Contemporary Art Museum St. Louis presents *Martine Gutierrez: HIT MOVIE: Vol. 1*, a multimedia exploration of popular culture, gender archetypes, and personal fantasies. The exhibition consists of a new video installation on the museum's Project Wall, *HIT MOVIE: Vol. 1*, which features the artist assuming a diverse cast of camp femme fatales in a montage reminiscent of 1990s action blockbuster films. A movie poster on view in the Front Gallery promotes the installation and a movie teaser is projected on the CAM façade as part of Street Views. *Martine Gutierrez: HIT MOVIE: Vol. 1* is part of CAM's spring/summer exhibitions, on view March 25 through July 24, 2022.

Gutierrez constructs elaborate narrative scenes to subvert pop cultural tropes in the exploration of identity—both personal and collective—intersectional to race, gender, class, indigeneity, and culture. In the process of manufacturing an assembly of celebrity icons, she satirically undermines the aesthetics of mass marketing. In a recent work, *ANTI-ICON*—a photo installation commissioned by the Public Art Fund and appearing on 300 bus stalls in New York City, Chicago, and Boston—Gutierrez portrayed Aphrodite, Cleopatra, the angel Gabriel, Helen of Troy, and six other female figures from history and

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myth—all women the artist sees as embodiments of liberation for the LGBTQ+ community, to which she identifies as a member and serves as a rights activist.

For *HIT MOVIE: Vol. 1*, Gutierrez complicates Hollywood's archetypes of femininity with her portrayal of diehard bombshells wielding dominance and chaos in the name of an optimism dressed as nihilism—confronting the industry's hyperfixation on overtly sexualized female leads. She does this while simultaneously asserting full autonomy over her own image, executing every aspect of her work in front of and behind the camera.

The exhibition is generously supported by the Elizabeth Firestone Graham Foundation, Harpo Foundation, and Nancy and Kenneth Kranzberg. Street Views is generously supported by the Whitaker Foundation. The Artist Talk is sponsored by the Robert Lehman Foundation.

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WHITAKER FOUNDATION

Martine Gutierrez: HIT MOVIE: Vol. 1 is organized for the Contemporary Art Museum St. Louis by Wassan Al-Khudhairi, Chief Curator.

Related Events

Friday, March 25

Patron Preview 10:00–11:30 am

Member Preview 5:00–6:00 pm

Public Opening 6:00–9:00 pm

For press access on Opening Day

RSVP to Eddie Silva at 314.387.0405

or esilva@camstl.org

Thursday, April 21, 6:00 pm

Artist Talk

Friday, April 29, 6:30 pm

Performance: Artwork and Arias
with Opera Theatre of St. Louis

About the Contemporary Art Museum St. Louis

The Contemporary Art Museum St. Louis creates meaningful engagement with the most relevant and innovative art being made today. Founded by civic and cultural leaders in 1980, the Museum transformed from a small gallery into an internationally recognized arts institution, now permanently housed in a flexible, open, and inviting building designed by renowned American architect Brad Cloepfil. CAM's distinct architecture reflects the organization's values and supports a dynamic range of exhibitions, public programs, educational initiatives, and community collaborations. The only museum in the region solely dedicated to contemporary art, CAM is one of the preeminent non-collecting institutions of its kind in the United States. We are a site for discovery, a welcoming space, free and open to all. For more information, visit camstl.org.

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