



JONGA – look at me!

Museum of Women, Dolls and Memories

How do you do that? Make someone love you?

Pecola Breedlove in Toni Morrison's *Bluest Eye*

Senzeni Marasela takes us on a journey through the evocation of personal memory, exploring contemporary and traditional perceptions of beauty in the wake of the 50th birthday of plastic style-icon Barbie.

Senzeni investigates a society which values a doll-like physique as an ultimate attainment, and searches for the origins of Blonde Ambition. Do our childhood recollections hold the key to our self-perception? Can self-value be realised through the (re-)creation of memory?

A project empowering women of all shapes and colours in the era of celebrity models and bum bras.

Centering around a Barbie/Doll amnesty by the local community, the exhibition installation **Jonga** looks at the role of the doll and how doll-play shapes future perceptions of the bodies that we live in. Like Pecola in Toni Morrison's book *Bluest Eye*, Senzeni offers us a new outlook on echoes of the mind. She questions whether a constantly changing unattainable endeavour can truly be held as a standard of what is beautiful and lovable. When we are brought up to idolise the unrealistic, how do we create an identity that is not based on fairytales?

Senzeni Mthwakazi Marasela is from Johannesburg, South Africa and graduated from the University of Witwatersrand. She was the South African representative of the Beijing Biennale and has had numerous international exhibitions; among them *Democracy's Images* in Umea/Sweden and *Black Womanhood* at Hood Museum of Art/New Hampshire. Current shows are: *Beauty and Pleasure* at the Stenersen Museum in Oslo; *Developing Democracy* at KyleKauffman Gallery in New York, *Dystopia* at UNISA gallery in Pretoria. *Help me I want to look International* opens later this year at Gallery Art on Paper in Johannesburg. She is recipient of the Thami Mnyele Scholarship 2002/Amsterdam, Upstream Award 2002/Amsterdam and Ampersand Fellowship 2008/New York.

Senzeni Marasela is represented by Art on Paper, Johannesburg
www.artonpaper.co.za and AXIS Gallery in New York www.axisgallery.com

deveronarts

the town is the venue

the studio | brander building | the square | huntly | Scotland | ab54 8br
t: 01466 792734 | e: info@deveron-arts.com | www.deveron-arts.com

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Events Programme

Barbie Amnesty

Please bring or send Barbies, dolls and redundant make-up to the Brander Library, The Square, Huntly, AB54 8BR. If you would like your well-loved Barbies returned, please label with your name, address and telephone number, and they will be sent home in the first week of April.

Wednesday 18 March, 7pm

Senzeni Marasela, artist talk, Brander Library

Saturday 21 March 2 pm

Ragdoll making workshop, Brander Museum

Saturday 28th of March 2009

10.00 am Barbie Fashion & Accessories - craft making workshop
Brander Museum

12.00 pm Lecture: Body Images and Imagined Bodies in Feminist Art
Dominic Paterson, Lecturer, History of Art, University of Glasgow
Brander Library, The Square

2.00 pm **Opening Event: Museum of Women, Dolls and Memories**
Venue: Gauld & Sons Shop, Bogie Street

4.00 pm **Discussion Event: Women and self-perception in the 50th year of Barbie**
Chair: Moira Jeffrey
Special Guests:
Sarah Burge / Real Life Barbie, www.reallifebarbie.com
Jess MacCabe / Editor of The F-Word, www.the-fword.co.uk
Dr Jim Beattie / Aesthetic Clinician, www.grampianclinic.co.uk
Debra Gimlin / Researcher on cross-national women's accounts of the body
<http://www.abdn.ac.uk/sociology/people>
Venue: Huntly Hotel, The Square

4.00 pm Peg Doll making workshop for children, Brander Museum

Afterwards B-Party: An evening fair of beauty, art and life-enhancing revelations.
With free non-surgical cosmetic treatments and Cellulite Reduction machine demonstration by Dr Jim Beattie

Unveiling of B-Cake by SculptorS Merlyn Riggs

For more information on the full programme please visit <http://www.deveron-arts.com>

The Museum will be open from:

Sun 29 March: 12 am – 5 pm

Mon – Tues 30/31 March: 12 am – 2 pm & 4pm – 7pm

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