



E.V. Day, *Flamenco Tornado*, 2011, installed at the Meatpacking District Sephora

E.V. DAY HERALDS NEW SEPHORA ART SERIES

Nov. 1, 2011

Beauty emporium **Sephora** is launching a new corporate art program with an installation by couture-sculptor **E.V. Day** at its new Meatpacking District store -- the first in a series of artist commissions in the pipeline. For *Flamenco Tornado*

(2011), a deconstructed red flamenco dress hangs from the ceiling, its folds and drapes flayed open and stalled mid-twirl by a system of fishing line.

"In its larger than life scale," the press release says, the six-by-eight-foot sculpture "conveys female power, sexuality, and fierce energy." The hand-made dress appears to be hung upside down, this "transformative inversion" becoming "an abstract representation of the churning, consuming energy of a tornado."

Day first became known for her clothing-based sculptures in 2000, when the **Whitney Museum of American Art** included her oversized, suspended reproduction of **Marilyn Monroe's** white halter dress from *The Seven Year Itch* in its biennial. In 2009, Day reconstituted and hung 13 opera costumes -- using 22 miles of fishing line -- along the promenades of **Lincoln Center**. One of the works, a traditional wedding kimono from *Madama Butterfly*, traveled to **Salomon Contemporary** for a joint exhibition with artist **Alice Aycock** earlier this year.

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