

FOR IMMEDIATE RELEASE

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Design by Helen Ip

**Makeover**  
**September 11 – October 24, 2015**  
**Curated by Jennie Ottinger**

**Participating Artists:**

Double Zero, The Feminist Economics Department (The FED) with Elizabeth Beier, Michael Friedman, The Institute for New Feeling, Mutant Salon, Eli Thorne and Scott Vermeire. Special project with children and work by Michael Arcega, Jonn Herschend, Jason Jägel, Alicia McCarthy and Catherine Wagner.

August 13, 2015, San Francisco, CA – Southern Exposure is pleased to announce *Makeover*, an exhibition with eight projects that explore the individual desire for improvement and faith in the emancipatory power of personal development. These projects include genuine quests for profound metamorphosis, playful experiments, desperate attempts to seem more impressive, and glimpses into the pitfalls of constantly striving for progress and improvement. Change is in the air – what does our desire for self-improvement say about us?

At Southern Exposure, visitors can be made over by artists, discover aspirational products and ideas, and learn methods for improved self-presentation. The collaborative team **Mutant Salon** (Marvin Astorga, Elisa Harkins, Young Joon Kwak, Alli Miller) creates an installation that is part beauty salon, part experimental performance space, and offers beautification services at the Opening Reception on September 11th and the 20th Street Block Party on September 12th.

As part of their line of luxury products to improve our lives, **The Institute for New Feeling** (Scott Andrew, Agnes Bolt, Nina Sarnelle) presents a custom line of contact lenses that modify both the way you look, and the way you look. **The Feminist Economics Department** (The FED) presents Give Me Cred!, an initiative to craft supplemental narrative credit reports to help potential landlords see you as more than a number. For *Makeover*, this alternative credit reporting process is presented in a comic book illustrated by Elizabeth Beier. Give Me Cred! will provide alternative credit reports on Fridays by appointment throughout the exhibition.

Satirical takes on the culture and language of self-help are offered in **Michael Friedman's** performative author's reading and **Scott Vermeire's** discussion of the transformative benefits of satanism and the occult.

Other works in the exhibition explore various cultures of transformation, and reflect on the potential impacts of personal change. **Eli Thorne's** work examines sports culture, physical transformation and visible displays of masculinity. Made through the perspective of a juvenile boy, these drawings aim to reclaim the lost boyhood of an adult transgender male. Physicality and intimacy are also explored in two works by collaborative duo **Double Zero** (Annie Vought and Hannah Ireland), who make performative videos based on their 20-year friendship, playing with the ways identity is shaped in relation to those closest to us.

In an additional project for the 20th Street Block Party and in the transformative spirit of *Makeover*, five pre-selected children will be asked to improve upon five artworks from the studios of **Michael Arcega, Jonn Herschend, Jason Jägel, Alicia McCarthy, and Catherine Wagner** – respected local artists who have selected work that they either never liked, used as a study for another piece, or have had hanging around too long.

Support for *Makeover* is provided by The National Endowment for the Arts and Southern Exposure's members and donors.

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## EVENT LISTING INFORMATION

What: *Makeover*  
Southern Exposure presents an exhibition with eight projects that explore the individual desire for improvement and faith in the emancipatory power of personal development.

When: September 11 – October 24, 2015

Gallery Hours: Tuesday – Saturday, 12:00 – 6:00 PM

Location: Southern Exposure  
3030 20th Street, San Francisco

Cost: FREE

What: *Makeover* Opening Reception  
Join us for the opening of *Makeover* and open hours at the Mutant Salon, which will offer haircuts, psychic readings, manicures and other makeover work to attendees.

When: Friday, September 11, 2015, 7:00 – 9:00 PM

Location: Southern Exposure  
3030 20th Street, San Francisco

Cost: FREE

What: 20th Street Block Party  
Southern Exposure presents two projects in conjunction with the 20th Street Block Party organized by Noise Pop and Ne Timeas.  
12:00 – 2:00 PM: Special *Makeover* project with children's improvements on work by Michael Arcega, Jonn Herschend, Jason Jägel, Alicia McCarthy, and Catherine Wagner  
2:00 – 6:00 PM: Mutant Salon Open Salon  
Mutant Salon leads self-beautification workshops and workout classes along with a program of short performances by guest artists.

When: Saturday, September 12, 2015, 12:00 – 6:00 PM

Location: Southern Exposure  
3030 20th Street, San Francisco

Cost: FREE

- What:** Performances by Michael Friedman and Scott Vermeire  
Scott Vermeire discusses satanism for working parents, satirically illuminating the transformative powers, benefits and burdens of the occult for people who lead busy lives. Writer and motivational speaker Michael Friedman reads from his upcoming anthology, a sequel to his 2013 Kindle bestseller *For Wellness Enthusiasts, Technology Lovers & Artists*.
- When:** Friday, September 25, 2015, 7:00 – 8:30 PM, reception to follow
- Location:** Southern Exposure  
3030 20th Street, San Francisco
- Cost:** FREE
- What:** Give Me Cred! Workshop  
At this workshop hosted by The Feminist Economics Department (the FED), participants study the history of credit-reporting and alternative methods of reporting on credit in the future. Learn to craft supplemental credit reports in narrative form to help potential landlords see you as more than just a number.
- When:** Wednesday, September 30, 2015, 7:00 – 8:30 PM, reception to follow
- Location:** Southern Exposure  
3030 20th Street, San Francisco
- Cost:** FREE

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## ABOUT SOUTHERN EXPOSURE

Southern Exposure (SoEx) is an artist-centered non-profit organization that is committed to supporting visual artists. Through our extensive and innovative programming, SoEx strives to experiment, collaborate and further educate while providing an extraordinary resource center and forum for Bay Area and national artists in our Mission District space and off-site, in the public realm.

An active presence in the Bay Area since 1974, SoEx is continually evolving in response to the needs of artists and the community while engaging the public in artists' work. Central to our mission is to remain the most accessible space for visual artists to produce and present new work, learn, and connect. SoEx provides visual artists with the tools and resources they need to experiment in an open and supportive environment. We also work to advocate to new, diverse audiences and build an ever-growing community of enthusiasts and supporters of the visual arts.

For more information and images, contact Lisa Martin at (415) 863-2141 or [communications@soex.org](mailto:communications@soex.org). Southern Exposure is located at 3030 20th Street (at Alabama), San Francisco, CA 94110. Office hours are Monday through Friday, 10:00 AM – 6:00 PM and gallery hours are Tuesday through Saturday, 12:00 – 6:00 PM. Admission is always FREE. Website: [www.soex.org](http://www.soex.org).