

A Slight Touch

Abby Lloyd

6/21/15— 7/27/15

Cleopatra's is pleased to present a solo exhibition by New York based artist, Abby Lloyd. Staged in a setting suggestive of a massage parlor, *A Slight Touch*, includes a series of video works depicting scenes of curated perversions.

One video in the group, *Baby Wonderland*, appropriates found footage of John Mayer performing an unplugged version of *Your Body is a Wonderland* spliced with clips of various diaper commercials. Challenging social conventions, Lloyd uses the viewer's own culturally constructed beliefs against themselves. A mother's caress is turned on its head against the backdrop of Mayer's pseudo sexual anthem. And so follows suit with other included videos such as *Hippie Gunge*, in which a long haired man sways seductively under a downpour of oats, yogurt, and blueberries. Thick and gooey, the happy hippie enjoys getting slimed by the staples of his health food diet. While the viewer understands the gunge as food, it still elicits a stomach-turning reaction. Lloyd's videos conflate pleasure and discomfort by relocating ordinarily wholesome substances and behaviors within "indecent" scenarios. The theatrical staging in a massage parlor is ripe for the bending limits of public social agreements and private fetishistic explorations.

Inside the massage parlor the rules boldly state "No Hanky Panky", however, Lloyd invites the viewer to, "surrender to sensation, feel a slight touch, let it melt down into your naval, indulge in ambient satisfaction, touch softness and experience pleasure from all things".

Abby Lloyd (b. 1988), lives and works in New York. Recent solo exhibitions include 'The Ideal Man', 'Secret XVI Gallery', Montauk, NY and 'The Yule Lord's Workshop', 'New York City Gallery', NY. She has participated in several group exhibitions in New York City, Los Angeles, Italy, Germany and the UK. She has also shown at Musee de Contemporain, Montreal, The Anthology Film Archives, New York, NY, and 'The Portland Museum of Modern Art', OR.

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