



Georgina Treviño

*SIN RODEOS*

Opening November 18, 2023

EMBAJADA is pleased to announce *SIN RODEOS*, the debut solo exhibition at the gallery by Georgina Treviño, interdisciplinary artist and jewelry designer.

For *SIN RODEOS*, Treviño's signature Rococo-meets-industrial aesthetic pairs the feminine language of jewelry and adornment with the hard materials of car chrome, chainlink, and sterling silver. Through pageantry and athleticism, horses and dungeons, Treviño explores the vernacular shared by kink and equestrian culture with details pulled directly from a nostalgic girlhood era as an escaramuza—a Mexican female equestrian sport—riding horses in traditional dress, sombrero, and elaborate ornamental details for both horse and girl.

Treviño works across a variety of mediums—on the wall, ponytail whips spill out of chrome Diamond Plate sheets, long dark hair adorned with delicate sterling silver ribbon bows, metal horse bits with intricate engravings inspired by spurs, the room a sultry metalscape with appearances of pink—the surfaces of fleshy wax, belly piercings and oversized bows. A gold Malverde charm guards an acrylic box locked and draped with chains.

The elements of Treviño's installation come together to create a sensual interplay between soft and hard materials, constraint and release, dressage and grit—tracing the evolution of a girl into a woman.

Georgina Trevino is a contemporary artist and jeweler from Tijuana, Mexico based in San Diego, California. In 2004 she earned a BA in Applied Design with an Emphasis in Jewelry and Metalsmithing from San Diego State University. Treviño's practice has been featured in publications such as L.A. Times, Elle, Vogue, Allure, Marie Claire, The Fader, Paper and PlayBoy magazine, and Office Mag among others. She has worked directly with celebrities like Beyonce, Lady Gaga, Bad Bunny, Rosalia, 2Chainz, Bella Hadid, Lizzo, Doja Cat, Kali Uchis, as well as brands like Nike, E.l.f. Cosmetics, Bimba y Lola, Fenty, Guess & Spotify for commissions and collaborations. Her work has been part of several international exhibitions, including Racine Art Museum, Racine, WI (2023, 2015), EMBAJADA, San Juan (2023), Veta Galería, Madrid (2023), Museum of Art and Design, New York (2021), and Schmuck, Munich (2015). Treviño's work is included in the permanent collections of the Museum of Arts and Design, New York, and the Racine Art Museum, Racine, WI.