

California-born Moulton, who lives and works in New York, has been working for years with her alter ego and on-screen as well as performance character, Cynthia. Cynthia, one could say, is both Moulton's Super-Ego as well as her id: the comical yet sincerely melancholic expression of her 'secret desires' as well as a reflection of the conformative norms of culture. Cynthia is, as the artist has said, "me in the bathroom; it's me worried about ageing; it's me looking at a beauty magazine." in developing this alter ego character, Moulton has explored the depths and shallows of globalized vernacular culture, specifically the oddly exotic as well as exoticizing world of new age lifestyle, beauty appliances, or home decoration. Whether it's wind chimes, badly designed dresses or cheesy video green screen effects – no thing sold to supposedly enhance our wellbeing is safe from Moulton's deadpan adaption. Her work is disturbingly funny, the way great American stand-up comedy is funny; but just as great stand-up, it's also profound and speaks to the realities in which we currently live – where absurd cultural hybrids are produced by the minute. In Naples, Moulton will present, alongside assorted sculptural objects responding to the city environment, several new video projections, including *Swisspers* (2013), which will feature Cynthia removing make-up to the extent that she carves away her flesh, using a beauty product called *Swisspers*, while performing ASMR (autonomous sensory meridian response), which involves whispering or a soothing voice to induce a tingling sensation in the head and neck of the viewer. ASMR has become an internet phenomenon, with thousands of people posting online videos which can get millions of youtube hits.

Shana Moulton, born 1976, lives and works in New York. Solo exhibitions include "Whispering Pines" (2007) and "Prevention" (2012) at Gimpel Fils Gallery, London, "Whispering pines 6, 7, 8" at the Wexner Center for the Arts, Cleveland, and "Decorations of the Mind ii" (2011) at Galerie Gregor Staiger, Zurich.

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