

PRESS RELEASE. March 28, 2016

HAYP Pop Up Gallery presents
"Lips Of Pride"
A Collective Contemporary Exhibit

April 8 – 18
Open Daily: 11:00 – 21:00
Free Admission

Opening Night: Friday, April 8, 19:00 – 22:00
Wine courtesy of Nouart Aznuni
Catering courtesy of INGREDIENT



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What is HAYP Pop Up Gallery?

HAYP is a nomadic gallery that sets up temporary exhibitions in unexpected places such as vacant storefronts, for-rent buildings, and abandoned factories. We hope to give more opportunities to emerging artists, and shift perspectives on the value of art and space by engaging a diverse community through dynamic programming.

"LIPS OF PRIDE" – April 8 – 18, 2016

The term "Lips of Pride" stems from the colloquial Armenian term for labia, (**ամոտաշուրտեր** - amotashurter) or "lips of shame." The disturbing term gives insight into contemporary societal perceptions of female sexuality and shame in Armenia, which we aim to confront through art and constructive discussion.

This is HAYP Pop Up gallery's sixth exhibit, and first of 2016. The exhibit features over 20 female artists from Armenia and abroad working in different media including photography, painting, video, dance, installation, and experimental performance. The exhibit intends to examine perceptions of femininity and notions of sexuality as seen from women within the context of a male-centric culture. The art will question the complex and often contradictory emotions and taboos that surround sex in Armenia. Specific themes found within the visual and performance artworks include: perceptions of "the body", sexual myths and stereotypes, public shaming, and female self-esteem and empowerment.

The educational component of the project includes a talk by visiting speaker and Feminist Art Historian, Paniz Musawi Natanzi (Tehran, Iran), as well as a workshop and panel discussion organized in collaboration with the Women's Resource Center and PINK Armenia.

This creative project was made possible by the sponsorship of the CUMA Lab Swiss Small Grant in the Field of Contemporary Art as well as the Armenian International Women's Association - LA, and aims to begin a discussion on a topic that is repressed because of collective societal shame, and to give a voice to those whom are often silenced.



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