Front cover: detail from *Planet Earth Water* (Dina Goldstein, 2016): Pigment on archival smooth matte paper
MODERN GIRL
DINA GOLDSTEIN

23 March - 2 May 2020

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ABOUT MASTERPIECE ART

Masterpiece Art is an exclusive gallery and fine art advisory firm based in Holland Park, West London.

The cultural focal point of a group of independent but closely connected business services companies - The Ameera Group, an international wealth preservation business and Patron Law, a law firm focusing on Business, Private Client, Real Estate and Dispute Resolution - Masterpiece Art caters to both new and established collectors.

The collection includes notable artworks from a range of golden ages of art history, incorporating European Old Masters, Nineteenth Century, Modern, Post-War and Contemporary art. Our clients benefit from the wealth of art experience within the gallery and the wider network of businesses. As investors ourselves, we understand the need to diversify a portfolio and, as with other asset classes, we are inherently tuned to your sensitivity to risk, offering unbiased advice on how best to navigate this complex market.

Whether you are taking your first steps into collecting, supplementing an existing collection, or looking to understand the value of an artwork in your possession, we can help.
FROM THE GALLERY

Masterpiece Art are excited and delighted to be able to announce the solo exhibition and UK premier of Dina Goldstein | Modern Girl.

Debuted in Paris and originally created in 2016, Dina Goldstein’s fascinating series Modern Girl, rooted in socio-political theory, could hardly be any more relevant today in 2020.

With the major worldwide political upheavals of recent times and the ongoing righteous battle for equality played out very much in the public eye, Goldstein’s Modern Girl creates discourse on many prevalent societal issues.

Through a layered, intriguing and wholly original approach, Modern Girl tackles identity, equality, immigration, capitalism, as well as a perceived East-West cultural divide.

The finely nuanced series cleverly critiques both cultures, all from beneath a meticulously constructed aesthetically pleasing veil of satire, inspired by historical truths and real life - realised in the concise voice of the artist.

Like so often, beauty hides and obscures the truth, and these vibrant compositions draw the viewer into a journey of deeper discovery, thus correlating many of our lived experiences.

Despite the title, the series in fact transcends gender - forcing both men and women to question their own role within established ideals that surround us from day-to-day, a wider thematic explored in other series by Goldstein.
FROM THE ARTIST

“My latest project, Modern Girl, extrapolates upon past themes of commercialism and identity within Western culture by creating reimagined ad campaigns based upon the famous “pin-up girl” advertising posters of 1930s Shanghai, China. This era heralded the emergence of Asian women as individuals, as they began to break away from Confucius tradition that demanded total filial piety alongside crippling beauty practices like foot binding. However, while an expression of gender emancipation, the posters sowed the seeds of a new form of exploitation: the use of the female form to sell consumer products.

I grew up in Vancouver — regarded as the gateway to the East. It has experienced unprecedented immigration from Hong Kong and China in the past 35 years, turning this once provincial community into a vibrant Asian metropolis. The impact of Asian culture has been profound, not only on the city but on me as an individual and artist. I was inspired by these iconic ads that introduced China, at that time a commercial free society, to the global market.

The ‘Modern Girl’ image first appeared in the West and was notable for its bold sexuality, with scantily clad women selling everything from clothing, soap and cigarettes to army recruitment. Chinese pin up girls also began to appear in magazines and posters. More conservatively dressed in silk cheongsams and smooth chignons, these models nonetheless radiated sensuality. Modern Girl, in fact, was inspired by Chinese historians Tani Barlow and Madeleine Yue Dong, who theorized that this Asian version was an extension of a global phenomenon launched by multinational corporations and disseminated by mass media, whose effect was to emphasize Western imperial dominance.”
Example of 1930’s Shanghai advertising
MODERN GIRL
The Series
Modern Girl, MEMORY WORLD, 2016
Pigment on archival smooth matte paper

ONE VR DEVICE TO RECORD, STORE AND IMPROVE YOUR PRECIOUS MEMORIES.

DREAM PRO NOW AVAILABLE
記憶世界

記憶專業版

一個記錄，存儲和改善你珍貴回憶的設備。

顏色：黑，白，粉紅，灰

ONE DEVICE TO RECORD, STORE, AND IMPROVE YOUR PRECIOUS MEMORIES.

13
Modern Girl, IDEA CHEWS, 2016
Pigment on archival smooth matte paper

SIDE EFFECTS:
feelings of inadequacy and rejection, extreme sensitivity of the exposed to suffering and pain, greater fluctuations in modes and emotional state, failing self esteem, arrogance or supercilious, self deprecation and shyness. You may also experience lack of consideration and find flaws in ideas and people.
Modern Girl, PLANET EARTH WATER, 2016
Pigment on archival smooth matte paper

WATER CONTAINS NO ADDITIVES, NO SUGAR, NO CHEMICALS, NO ARTIFICIAL INGREDIENTS, NON TOXIC
Modern Girl, LOVE POPS, 2016
Pigment on archival smooth matte paper

LOVE POPS COMBINES THE BIOLOGICAL CHEMICALS
OF DOPAMINE, SEROTONIN AND OXYTOCIN TO
STIMULATE FEELINGS OF LOVE.

WARNING:
keep away from children
LOVE POPS

愛情糖果

生物化學融合成戀愛感覺。

每天舔一口都充滿著快樂。

LOVE POPS COMBINES THE BIOLOGICAL CHEMICALS OF DOPAMINE, SEROTONIN, AND OXYTOCIN TO SIMULATE FEELINGS OF LOVE.

“KEEP AWAY FROM CHILDREN”
Modern Girl, FRESH AIR CORP., 2016
Pigment on archival smooth matte paper

FRESH AIR CORP. PRESENTS THE BEST AIR IN THE WORLD!

FRESH AIR FROM CANADA CAN NOW BE YOURS. ALSO AVAILABLE FROM SWITZERLAND AND HAWAII

Masks not included
現在全世界最好的空氣可屬於你。同清新空氣公司一起呼吸新鮮空氣。
Modern Girl, LUCKY LIQUOR, 2016
Pigment on archival smooth matte paper

CONSUMERS HEAD MAY SPIN WITH JOY WHEN ENJOYING THESE DRINKS. ONE MAY WANT TO DANCE AND SING AND EXPRESS HONEST FEELINGS.

WARNING:
Overconsumption may lead to depressive moods, nausea, vomiting, and/or regret. NOT recommended for minors or seniors.
Modern Girl, INSTAWORLD, 2016
Pigment on archival smooth matte paper

INSTA PRODUCTS INCLUDE:
INSTA BEAUTY
INSTA YOUTH
INSTA SEX
Modern Girl, EASY GROW, 2016
Pigment on archival smooth matte paper

NO MORE WAITING FOR THE RIGHT MATCH.
GROW YOUR OWN ORGAN.
START WITH A TISSUE SAMPLE AND WATCH IT
GROW IN 30 DAYS!

Sample shown:
Kidney 10 days
Liver 20 days
GOOD EARTH ORGANICS PRESENTS SUPERFRUIT

Superfruit helps prevent and relieve illness such as cancer and heart disease. Superfruit can act as anti-inflammatory to reduce pain and soreness.

ADDED ANTIOXIDANTS AND VITAMIN C & E
ADDED VITAMIN D FOR NORTHERN STATES
GOOD EARTH ORGANICS

INTRODUCING SUPERFRUIT:
Added antioxidants and
Vitamins C & E

SUPERFRUIT has added vitamin
D for northern states.

SUPERFRUIT helps prevent and relieve
illnesses such as cancer and heart disease.
SUPERFRUIT can act as an anti-
inflammatory to reduce pains and soreness.

添加維他命C

添加維他命E
Modern Girl, REVENGE AGENCY, 2016
Pigment on archival smooth matte paper

REVENGE WILL SET YOU FREE!

SATISFACTION IS A CLICK AWAY. SERVICE IS DISCREET AND PRIVATE. PAYMENT PLANS AVAILABLE.

www.revenge.agency
Enjoy your favorite tastes while keeping healthy and slim

*Also available ice cream, pizza, fried chicken
Modern Girl, BUY STUFF, 2016
Pigment on archival smooth matte paper

CONSUME, CONSUME, CONSUME!
Example of 1930’s Shanghai advertising
TRADITIONAL GIRL
Diptychs

“I also created diptychs of the girls to discuss the immigrant experience, which I myself encountered as a newcomer to Vancouver at a young age. Learning to fit in was stressful, however, I realized that the challenges facing my young Asian friends in Vancouver were even greater. They were torn between familial demands of obedience and academic achievement - in opposition to the Western ideals of self-expression and individualism”. 
Traditional Girl, Buy Stuff
Traditional Girl, Idea Chews
Traditional Girl, Planet Earth Water
Traditional Girl, Love Pops
Traditional Girl, Fresh Air Corp.
Traditional Girl, Easy Crow
Traditional Girl, Tasty Spray
Example of 1930’s Shanghai advertising
MODERN GIRL

Making of

“An established methodology following a precise pre-to-post production process.”
Dina Goldstein mid-production for Modern Girl, Tasty Spray, 2016
Dina Goldstein mid-production for Modern Girl, Tasty Spray, 2016
DINA GOLDSTEIN
About
DINA GOLDSTEIN b. 1969 Tel Aviv, Israel

Dina began her career over 25 years ago as a photojournalist, evolving from a documentary and editorial photographer into an independent artist focusing on large scale productions of nuanced photographic tableaux. Her work is highly conceptual and complex, incorporating cultural archetypes and iconography with narratives inspired by the collective unconscious and human condition. The vivid and provocative still imagery emerges through an entirely cinematic technique, with Dina’s established methodology following a precise pre to post production process. Leaning into the visual language of pop surrealism, she stages narrative compositions that expose the underbelly of modern life, challenging the notions of cultural influence and inherent belief systems.

Goldstein’s first foray into tableau was in 2007 when she was inspired by personal events to produce the highly conceptual and controversial *Fallen Princesses*, a 10 piece series that features fairy tale characters dealing with modern day scourges such as poverty, Cancer, addiction and obesity. The works challenge the “happily ever after” motif embraced by Western society and exploited by Walt Disney. By incorporating Disney-esque textures and colors, *Fallen Princesses* exposes the consumerism that has negated the true intentions of these ancient parables. Since the series debut in 2009 the Princesses have received much attention online and in the press. The series is exhibited internationally, and studied within gender courses, art and photography programs. Dina continued to focus and explore upon themes of disillusionment with *In The Dollhouse*, premiered in 2012, a 10-part series place within an adult-sized dollhouse belonging to Barbie and Ken. This dark sequential narrative explores the embrace of superficiality over reality. Shot entirely on an elaborately constructed set that imitated a Barbie dollhouse, this project dissected the concept of ‘beauty as power’ as well as beauty as a source of happiness. When Ken, Barbie's handsome husband, expresses his individuality and embraces his true self, the value of beauty as an apex trait is exposed as cheap and as plastic as the dolls themselves.

In 2013 Dina opened her studio ‘XX’, with a retrospective to celebrate 20 years of photography. For this exhibition Dina selected 20 pivotal pieces that built and developed her practice. Her next undertaking was *Gods Of Suburbia*, 2014, where she received her first Canada Council grant to help support this massive initiative, which was a critical exploration of established and fringe religions. Contemplative and complex, the project took two years to complete. *Gods of Suburbia* places deities - drawn from polytheistic to Abrahamic traditions - in everyday situations. By offering an iconoclastic interpretation of how ancient belief systems fit into modernity’s three pillars: technology, science and secularism, the surreal incongruities that were created challenges viewers to contemplate the relevance of ancient ethics and morals in a society characterized by materialism and consumerism.
Modern Girl, 2016, extrapolates upon Dina Goldstein’s past themes of identity within Western culture. Inspired by Chinese tradition and the evolution of international commercialism, Dina re-imagines the adored and iconic advertising posters of 1930’s China. Live models replace the girls, still sexy but far more demure than their American counterparts, the ‘pin up girls’. This era saw emergence of the Asian women as individuals, who began to break away from Confucius tradition that demanded total filial piety alongside crippling beauty practices like foot binding. However, while an expression of gender emancipation, the posters sowed the seeds of a new form of exploitation: the use of the female form to sell consumer products. The shift to this popular image of the modern woman signaled the commoditization of the everyday and de-radicalization of modernity. The accompanying imagined products relay satirical critique of our current societal realities. The Modern Girl exhibition opened November 2016 in Paris. Snapshots From The Garden Of Eden, 2017, was commissioned by the Contemporary Jewish Museum Of San Francisco for the exhibit Jewish Folktales Retold: Artist as Maggid. The series features 11 large-scale Black and White tableau images with representing characters and passages from Leaves From The Garden Of Eden.

Goldstein’s work has been the subject of academic essays and dissertations, and has been covered extensively in media around the globe. The projects are studied and taught in art schools, photography programs and gender courses. The Fallen Princesses are included in elementary schools textbooks, as teaching tools and subjects of discourse within the classroom.

Dina recently showed the series Gods Of Suburbia in China and Italy. Snapshots From The Garden Of Eden, 2017, originally commissioned by the Contemporary Jewish Museum in San Francisco, has traveled to the Jewish Museum of Venice, Museo Ebraico Venice, where it will be on exhibit September 2018 - November 2018.

Fall 2019 Goldstein debuted her newest work titled The 10 Commandments. The narrative seeks to examine the socio-political makeup of America through its political icons - the presidential figures that mark the most notable and controversial chapters in American history. Each tableau features a president portrayed through the prism of their politics, popularity and/or notoriety, further contextualized by a contemporary backdrop, and assigned one of the moral and ethical postulates of the Ten Commandments.

https://www.dinagoldstein.com/dina/
Selected Solo and Group exhibitions

2020

Solo, Museum of Jewish Montreal, Montreal, Canada
Snapshots From The Garden Of Eden
Curator: Alyssa Stokvis-Hauer

Solo, Art Mur Gallery, Montreal, Canada
Gods Of Suburbia
Curator: Rheal Lanthier

Solo, Castle of Compiano, Parma, Italy
Fallen Princesses
Curators:
Opus in Artem

Solo, Masterpiece Art, London, England
Modern Girl
Curator: Alex Cousens

Group, The Arts Company, Nashville, USA Dollhouse,
Fallen Princesses
Curator: Langley Burton

2019

Group, Musée de l’Homme, Paris, France
Alimentations: Nouritures/ Cultures/ Natures
The Last Supper, East Vancouver, 2014
Curators:
Virginio Gaudenzi
Alexis Amen
Group, **Juming Museum**, Taipei, Chance and Coincidence, Taiwan  
*Fallen Princesses*  
Curator: Hung-Chih Wang

Group, **Pasinger Fabrik, Yes We Ken**, Munich, Germany  
*In The Dollhouse*  
Curators: Augusta Laar  
Stefan-Maria Mittendorf

Solo, **Head On Photography Festival**, Sydney, Australia  
*Gods Of Suburbia*  
Curator: Moshe Rosenzveig

**2018**

Solo, **Addis Foto Festival**, Addis Ababa, Ethiopia  
*Gods Of Suburbia*  
Curator: Aida Muluneh

Solo, **Museo della Padova Ebraica**, Padua, Italy  
*Snapshots From The Garden Of Eden*  
Curator: Domenico Maria Papa

Solo, **Castello Cavour**, Turin, Italy, Art Site Festival  
*Fallen Princesses*  
Curator: Domenico Maria Papa

Solo, **Venice Jewish Museum**, Venice, Italy  
*Snapshots From The Garden Of Eden*  
Curator: Marcella Ansaldi

Solo, **Basilica of Sant’Ambrogio**, Milan, Italy  
*Gods and Princesses*  
Curator: Opus In Artem
Group, **Ian Potter Museum**, University of Melbourne, Australia

‘All the better to see you with: Fairytales transformed’
Curator: Samantha Comte

**2017**

Festival, **Lishui Biennial Photography Festival**, Lishui Museum, China
Where Does The Future Get Made?
* Gods Of Suburbia
Curator: James Ramer

Solo, **Sidney and Gertrude Zack Gallery**, Jewish Center, Vancouver, B.C.
* Snapshots From The Garden Of Eden
Curator: Linda Lando

Group, **Contemporary Jewish Museum**, San Francisco, US
Jewish Folktales Retold: Artist as Maggid
Curator: Pierre-François Galpin
Curator: Renny Pritikin

Festival, **Contact Photography Festival**, Toronto, Ont.
* Fallen Princesses
Curator: Belinda Chum Gallery House

Festival, **Auckland Festival Of Photography**, Auckland, NZ
* Gods Of Suburbia
Curator: Shahidul Alam

**2016**

Festival, **Daegu Photo Biennale**, Daegu South Korea
* Gods Of Suburbia
Curator: Issack Kim
Solo, **Mesa Contemporary Arts Museum**, Mesa, Arizona  
Curator: Tiffany Fairall

**Group**, **Mart Photography Centre Yekaterinberg**, Russia  
*Once Upon in A Fairy Tale*  
Curator: Artem Berkovich

Solo, **Virginie Barrou Planquart**, Paris, France  
*Modern Girl*  
Curator: Virginie Barrou Planquart

Solo, **Capture Photo Festival**, Vancouver  
*Gods Of Suburbia*  
Curator: Kim Spencer-Nairn

**Group**, **The Girl Next Door**, Haarlem, Holland

**Group**, **Palm Springs Fine Art Fair**, Palm Springs, USA

Solo, **Central Dupon**, Paris, France Festival  
*Collections*

Festival, **Art Souterrain**, Art Souterrain, Montreal, Quebec  
*Gods Of Suburbia*  
Curator: Raymond Cantin

Solo, **Rize Gallery**, Amsterdam, Holland  
*In The Dollhouse*  
Curator: Immechien Bonnet

Solo, **Madison Gallery**, CA, USA  
*Gods Of Suburbia*  
Curator: Lorna York
Our Team

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