

Danielle Creme

Location: Hotel Terrace, Room 327

“There is something in art that allows you to be completely naked in the sense that there are no more barriers between your true self and the world,” says Danielle Creme. In her painting, the self-taught artist has long been interested in the tension between the person we want to be seen as and the person we really are. The fears and insecurities that arise from this are also the subject of her works. Because when we look at photos of ourselves or scrutinize ourselves in the mirror, we usually see something different from what others see: not our individual beauty and strength, but the flaws that deviate from the idea of our ideal self. To bridge the gap between aspiration and reality, more and more people are turning to the possibilities offered by the beauty industry.

For her series *Exposed*, Danielle Creme asked several women to pose for her and talk about areas of their bodies that they felt uncomfortable with. The large-format oil portraits that emerged focus on these very personal zones of vulnerability, often from cropped selfie perspectives, and use the means of painting to make them the starting point for a transformation of shame and disgust into self-love and beauty. In addition, Danielle Creme's series subtly questions the social canon that defines what is beautiful and what is not. (*roe*)

Danielle Creme, who grew up in Israel and Great Britain, lives and works in Horgen, Switzerland. Her paintings were recently exhibited at the Zurich International Art Fair and in a solo show at Villa Seerose Horgen.

Further information: daniellecreme.com