



## **Sephora to Unveil *Flamenco Tornado*, an original work by Installation Artist and Sculptor, E.V. Day, Commissioned by Sephora for its new Meatpacking District Location**

Sephora has commissioned renowned installation artist and sculptor E.V. Day to create an original artwork that will be featured in their new Meatpacking District location in New York City. Entitled *Flamenco Tornado*, this large-scale piece is the first in a series of original artworks to be commissioned by Sephora, and explores overt female power, sexuality, passion and energy. The work will be unveiled at a private event on September 15<sup>th</sup> and open to the public when the store opens its doors on September 16<sup>th</sup>.

Utilizing the artist's signature suspension techniques, *Flamenco Tornado* uses an authentic flamenco dress which has been transfixed into a twisting cyclone that represents the force of feminine movement in the traditional Spanish dance. Day envisions flamenco as a performance in which a woman is in complete control, and her use of the red dress in the sculpture is an overt symbol of strength and power. The color of the garment (with its connotations of flames, passion, and sexuality) and its transformative inversion here becomes an abstract representation of the churning, consuming energy of a tornado.

### **Quote from E.V. Day**

E.V. Day has gained international acclaim exploring the themes of feminism and sexuality in modern society. Among her many notable projects are the "Exploding Couture" series, which includes the infamous "Bombshell" sculpture, now part of the Whitney museum's permanent collection, "Bride Flight" at New York City's Lever House, and the 2009 installation for the New York City Opera at the David H. Koch Theatre in Lincoln Center featuring legendary, original costumes from the opera's vast archives. In early 2011 she unveiled *The Seducers*, a series of digital prints inspired by her experience as the Munn artist-in-residence at the Claude Monet Foundation in Giverny, France.

"E.V. Day's *Flamenco Tornado* is a stunning addition to our new Meatpacking District location," said Sharon Rothstein, Sephora's SVP of Marketing. "Sephora chose to commission E.V. to create an original artwork because of her ability to capture the transformative power and grace of female beauty, a concept we embrace wholeheartedly."

*Flamenco Tornado* by E.V. Day will be on view at Sephora's new Meatpacking District location in New York City beginning September 16th. For more information, please contact: Lindsay Tansky, BOLD PR (646) 214-5727 / [lindsay@boldpr.com](mailto:lindsay@boldpr.com).

### **About Sephora Americas**

Since 1998, Sephora has been TRANSFORMING BEAUTY in the U.S. Today, Sephora Americas operates more than 280 stores in the U.S. and Canada as well as the world's top beauty website, Sephora.com. In 2010 Sephora expanded into Latin America where it partnered with the Brazilian beauty market leader Sacks.com, and plans to open retail stores in Mexico in 2011. Sephora is well known for its unique retail concept, which is rooted in its distinctive open-sell store design, the beauty expertise of its sales consultants and, most importantly, its unparalleled combination of over 200 classic and emerging brands across a broad range of product categories including skincare, color, fragrance, bath & body, smilecare, and haircare, as well as Sephora's own private label. Sephora has also been recognized as a leading digital brand and continues to advance this arena through mobile and social media initiatives including an active Facebook page, BeautyTalk-its online beauty community, its mobile site and iPhone App. In addition to its North and Latin American business and its initiative with JCPenney, which includes more than 230 Sephora inside JCPenney locations, Sephora today has more than 1,000 stores within 24 countries in Europe and 60 locations in China. Sephora was founded in France in 1970 and acquired in 1997 by Paris-based LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group. For further information, please visit [www.sephora.com](http://www.sephora.com)

### **About E.V. Day**

E. V. Day (born 1967, New York) is a New York based installation artist and sculptor. Day's work explores themes of feminism and sexuality, while employing various suspension techniques reflecting upon popular culture. Day received her MFA in Sculpture from Yale University in 1995, and began her "Exploding Couture" series in 1999, the first installment of which, "Bombshell," was included in the 2000 Whitney Biennial and is now in the museum's permanent collection. For "G-Force," her 2001 solo exhibition at the Whitney Museum at Altria, Day suspended hundreds of resin-coated pairs of underwear from the ceiling in fighter-jet formations. In 2004, the Herbert F. Johnson Museum of Art at Cornell University mounted a ten-year survey of her work. More recently, Day exhibited "Bride Fight", a site-specific installation of two bridal gowns in mid-explosion, in the lobby of The Lever House on Park Avenue in New York City.