

ERIC BUTERBAUGH GALLERY

FOR IMMEDIATE RELEASE
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Eric Buterbaugh Gallery
presents
Valerj Pobega: *Goodbye Berlin*
December 7, 2016

Avant-garde fashion designer and artist Valerj Pobega presents her Spring/Summer 2017 collection with a site-specific performance in collaboration with LA's Heidi Duckler Dance Theatre



Performance: Wednesday December 7, 2016. 6-9PM
Eric Buterbaugh Gallery, 8271 Beverly Blvd, Los Angeles, CA 90048

Los Angeles, CA—Avant-garde fashion designer and artist Valerj Pobega will stage a performance with the Heidi Duckler Dance Theatre on Wednesday, December 7, 2016, from 6-9PM. Dressed in the designer's hand-painted silk creations from *Goodbye Berlin* — her Spring/Summer 2017 collection inspired by the hybrid identities and androgynous stylings as seen in the 1978 David Hemmings film *Just a Gigolo*, Liza Minnelli's turn as Sally Bowles in *Cabaret*, and the epicene performances of Lindsey Kemp and David Bowie in their 1970 mimed cult classic *Pierrot in Turquoise* — the celebrated Los Angeles dance troupe will create a synaesthetic performance that responds to the gallery's on-site perfumery, artist Mattia Biagi's collaged tar paintings and sculptures, and the arabesque movements of Pobega's garments.

Her collection and custom pieces have recently appeared on Beyoncé in her "Lemonade" film, Madonna for her "Ghost Town" video, and Lady Gaga in her Golden Globe-winning portrayal of The Countess on *American Horror Story: Hotel*.

“Valerj’s layered performances add depth to any environment, and this *Cabaret*-style feast for the eyes, ears, and nose will animate Mattia’s sculptures, our gallery, and the garden — everything will come to life,” says Eric Buterbaugh. “It will certainly make for an intoxicating evening.”

Born in Sardinia to artist parents — her mother is a painter; her father a ceramic artist — Pobega went on to study painting in art school. “I always wanted to go to study fashion, but I went to art school instead, so I guess it makes sense that I paint on clothes,” says Pobega, who moved to Milan and became a fashion model for couture houses like Fendi and Valentino. “Valentino fittings were incredible, and I would study everything they did.” A year after she met Biagi in Milan, where he was also a model. They moved to Los Angeles in 2003 and have been collaborating ever since.

The performance at Eric Buterbaugh Gallery is the latest of many collaborations with her husband over the years. For her Fall/Winter 2012 collection, *Your Pretty Face is Going to Hell*, she famously presented the punk-gothic garments on mannequins surrounding a charred bridal bed. She’s also collaborated with the Heidi Duckler Dance Theatre on numerous occasions, including a recent performance in the LA river, for which Pobega outfitted five dancers in 20-yard long white silk kimonos, which served as flowing screens upon which the troupe projected fish scales in different colors and shapes throughout the performance.

“I want this performance to be felt as a multi-disciplinary/multi-sensorial experience, where the art pieces, flowers, and perfumes are all fused together under the same roof,” says Pobega, noting the dancers will not only be interacting with her husband’s artwork and lighting designed to accentuate the mood, but an installation of sculptural elements inspired by *Cabaret*, *Just A Gigolo*, and *Pierrot in Turquoise*. “I always like to take my inspirations and push them to a place that’s a little darker — into my aesthetic.”

To inquire about attending the performance on December 7, please contact livia@lynwinter.com

Pobega will also be participating in the panel “Small is the New Big” hosted by the Costume Council at LACMA — focusing on issues facing independent fashion designers — alongside five other Los Angeles-based designers (Zaid Affas, George Esquivel, Anthony Franco, Angela Scott and Jasmin Shokrian) that will be moderated by Cameron Silver, founder of Decades and fashion director for H by Halston.

7 pm | Tuesday, November 29, 2016 | Brown Auditorium

Images: Hand-painted silk and fringing by Valerj Pobega for *Goodbye Berlin* SS 2017 collection, courtesy the artist.

Valerj Pobega is an Italian fashion designer and artist based in Los Angeles, California. Every piece of her conceptual avant-garde collection — a cross between art and fashion since its 2008 debut — is created with the finest French, Japanese, and Italian silk fabrics, all hand-painted by Pobega herself. Her work has been sold at Church, H. Lorenzo, DECADES, and through Paddle8 and featured in Vogue, Elle, WWD, and Variety, among others. She has also created one-of-a-kind stage and screen garments for such icons as Madonna, Shirley Manson, Ozzy Osbourne, Beyoncé, and Lady Gaga, for her Golden Globe-winning role as the Countess in *American Horror Story: Hotel*.

About Eric Buterbaugh Gallery

Eric Buterbaugh established his namesake gallery in 2015 as the only project space in Los Angeles committed to showcasing artists who embrace the floral in their practice and work in the medium of scent. The flagship EB Florals perfumery, also on site, lends a base note of feminine elegance and luxury, which the gallery’s exhibiting artists are invited to disrupt, remark upon, or bring into sharper relief.

Gallery hours: Monday – Saturday, 11am–6pm

Now on view

Mattia Biagi: *The Pleasure Principle*

Extended through January 2, 2017.

Opening soon

Tallulah Willis: *Please be gentle*

Opening January 5– January 14, 2017.

For further information:

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