



Yealing Yang and Her Pink Things, 2005, lightjet print.
 Sizes and editions vary.



Ethan and His Blue Things, 2006, lightjet print.
 Sizes and editions vary.

pink and blue project: JeongMee Yoon

May 7 – June 20, 2009

JENKINS JOHNSON GALLERY
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Jenkins Johnson Gallery announces a solo exhibition of South Korean photographer JeongMee Yoon's *Pink and Blue Project*, which is a photographic portfolio that looks at possessions of children, specifically girls' pink objects and boys' blue. The exhibition will open at the San Francisco location May 7 and run through June 20, 2009. An opening reception and book signing will be held Thursday, May 7 from 5:30 to 7:30 pm. Signed copies of JeongMee Yoon's book "The Pink and Blue Project" are available for \$40.

One would be mistaken to assume *The Pink and Blue Project* is frothy or light. Analysis of the images provokes conversation sensitive to issues in modern society that resonate on consumerism as well as how we define femininity and masculinity. Yoon scrutinizes the adage "pink for a girl, blue for a boy" as an examination of gender specific colors and how a modicum can cross-culturally imbed itself in buying patterns and identities. A recent study at Newcastle University released findings that biological causes might be a key factor in gender color preferences. It could all lead back to hunting and gathering days when men went out to find the meat and women looked to gather fruits and vegetables, which typically have a red toned hue when ripe. Moreover, an interesting switch occurred after WWII. Until that juncture, blue was commonly held as a color for girls due to its tranquil qualities and pinks and reds for boys because red signified power and strength.

Yoon realized the weight of the issue when shopping for her son and daughter. The choices in products from clothes to toothpaste to books are limited by the predetermined standard of society and manufacturers. Companies enforce trends with stylized advertising and pervasive commercials swamp our daily lives. Often children and teens are the targets because it is they who influence adults' pocketbooks. Although aware of this power, consumers viewing Yoon's work realize how even the most conscious buyer striving to avoid falling into the pitfalls of mass marketing suddenly seem less in control than they think. The robust difference between girls' and boys' color choices is predictable, but nonetheless astounding in its universality. Yoon has captured a diverse group of children from various parts of Asia, Europe and America. Overall, Yoon's sensibility highlights our vulnerability to conformity and makes you wonder what your belongings would say about you if they were laid out for all eyes to see.

JeongMee Yoon began this series during graduate studies at the School of Visual Arts, New York and continues to explore this theme working in South Korea. She was a smash success at Scope Hamptons 2007, Scope Miami 2008, and Pulse New York 2009. Yoon received the commendation of South Korea's prestigious Daum Prize in 2007. The series has received international attention by mass-media and critics in Russia, Israel, France, London, and Spain; just to name a couple, *Telegraph.co.uk* and *Russian Esquire*. Last year she was reviewed in the *New York Times* for her solo exhibition at Jenkins Johnson Gallery, New York. The series was featured in the *New York Sun* and on the cover of *Life Weekend Magazine*. The Museum of Fine Arts Houston included her in their 2007 fall acquisitions exhibit and her work has been acquired by the Library of Congress and the Philadelphia Museum of Art. *The Pink and Blue Project* is currently on view at the San Francisco Airport Museum and the Bolinas Museum and was recently on view at the Children's Museum of the Arts in Manhattan. Yoon is the recipient of numerous awards, grants, and fellowships. Her work from this project has been widely published in the U.S., Europe, as well as South Korea in addition to being included in numerable international group exhibitions.