



Julianne Rose *The Flesh and Blood Toy Store*

Julianne Rose is having her first show in Paris in the Marais. Born in Townsville, Australia on August 23rd, 1966, **Julianne** lives and works in Paris. At 18 years old, **Julianne** was elected Australia's Face of '85 and became Australia's top model throwing her into the media world of fast travel to the USA and to Europe. When one's value is in the eyes of society is limited to one's plastic, nobody wants to know if you have something say or think, she states. In the past ten years, **Julianne** has become an artist expressing herself through photography and installations. Five years ago I became increasingly conscious of an extreme usage of the image of children in the consumer world. Toys, particularly dolls offer disillusion. **Julianne** remembers when she lost her favorite doll in a home fire. My parents consoled me by saying that they would get me a much prettier doll. The facility of replacing what is old and no longer of any use with a new esthetical version is an important lesson of society. In the series Expired, **Julianne** has found abandoned dolls which she has deformed and deflated and



vacuum packed in plastic as if for sale. Each doll has "survived" with an identity, a name and date where they were lost, exchanged or mutilated. In the tragic and provocative installation *Armed Response*, nude mannequins of children carrying weapons symbolize massacred innocence in self defense against violence. Is this retaliation to the manipulation of innocent children by the advertising world? The photo series are more cheerful; *Flesh and Plastic* show sweet wide-eyed babies juxtaposed to the perfect plastic image of a doll. **Julianne Rose** portrays herself in the mannequin *Singing Self-Portrait*. Push the button and **Gloria Gaynor's** refrain I will survive belts out with full force. Yes, **Julianne Rose** will survive as she continues to exhalt children's innocence. Her work is also being shown in the show *Ultra Peau* at the Palais de Tokyo. For the past two years, **Julianne Rose** has kept an on line diary, www.daybydayln.com, where depending on her mood she relates the "little moments" of daily life that we overlook because we are busy, inobservant or impatient.

Chilla Heuser