



## **FOR IMMEDIATE RELEASE**

### **SNÖFRID at // PERFORMA 07, New York City**

World premiere: SNÖFRID #0

October 30th, 8-10 PM

Venues: **Smith-Stewart and Fruit & Flower Deli** on 53 Stanton Street, between Eldridge and Forsythe Sts.

**Contributors:** Michael Portnoy (NYC), Allan Kaprow, Alison Knowles (NYC), Are You Meaning Company (Nagoya, Berlin), assume vivid astro focus (NYC), Fia Backström (NYC), Rainer Ganahl (NYC), Karl Holmqvist (Berlin, Stockholm), David Adamo (NYC), Tove Leffler (Stockholm), International Festival (Stockholm/Nilreb/Heaven), Shaun El C. Leonardo (NYC), Jelena Rundqvist (Stockholm), Hans Isaksson (Stockholm), Emily Sundblad (NYC), Zoila Imaculada de la Concepción (NYC, Santiago de Chile), Elke Krystufek (Vienna) and Marianne Vitale (NYC).

Co-presented by Snöfrid and PERFORMA for PERFORMA07, the second visual art performance biennial (October 27-November 20, 2007)

### **ABOUT SNÖFRID**

Snöfrid (peaceful snow) was born in Treriksröset (the point where the borders of Sweden, Norway and Finland meet, north of the polar circle) and is now based in Stockholm and New York. Snöfrid is a persona, a Scandinavian woman, possessing both depth and glamour, who feels a close affinity to Chanel no 5. Snöfrid is an art magazine. She thinks of herself as a mirror that shatters the world around her into a reflective image of herself and her readers. Snöfrid will tell you about phenomena and people that excite her most for the moment, discussing and performing the analysis with the help of different collaborators.

Snöfrid is the mirror-twin of artist Ylva Ogland. She exists inside the mirror whereas Ylva Ogland exists in reality. Snöfrid and Ylva Ogland meet often and observe each other for hours, they talk and have different habits, such as eating pancakes together. They try to understand each other even if it's difficult for them to physically interact. Ylva Ogland longs to enter the mirror-world and capture its mirrored imagery in her paintings, while Snöfrid desires to step out of the mirror and experience Ogland's reality.

### **ABOUT SMITH-STEWART**

Founded in 2007, SMITH-STEWART is a commercial gallery that specializes in finding and cultivating new talent while producing a dynamic roster of exhibitions that spans mediums, expands aesthetic convention, and reaches across generations. SMITH-STEWART is located on 53 Stanton Street, between Forsyth and Eldridge Streets. Gallery Hours are Wednesday through Sunday from noon to six. For more information, please contact the gallery at [amy@smith-stewart.com](mailto:amy@smith-stewart.com), 212.477.2821. Or visit the website: [www.smith-stewart.com](http://www.smith-stewart.com).

### **ABOUT PERFORMA07**

**PERFORMA07 (October 27-November 20, 2007) is the second biennial of new visual art performance presented by PERFORMA, a non-profit multidisciplinary arts organization dedicated to exploring the critical role of live performance in the history of twentieth century art and to encouraging new directions in performance for the twenty-first century. [www.performa-arts.org](http://www.performa-arts.org)**

### **ABOUT PERFORMA**

**PERFORMA is a non-profit multidisciplinary arts organization dedicated to exploring the critical role of live performance in the history of twentieth century art and to encouraging new directions in performance for the twenty-first century. Part of PERFORMA's mission is to present a biennial of visual art performance in New York City that illuminates the critical role of performance in the history of art as well as its enormous significance in the international world of contemporary art. The PERFORMA05 biennial offered an exciting program of performances, exhibitions, symposia, and film screenings organized in collaboration with a consortium of leading museums, galleries, alternative spaces, and independent curators in New York. The first of its kind, PERFORMA05 was an enormous critical and popular success and set a new standard for the positioning of live performance in the international contemporary art world. Over 25,000 people attended sold-out and filled-to-capacity events at more than 20 venues across the city, activating and animating all of New York, from Harlem to Wall Street. PERFORMA was founded in 2004 by art historian and curator RoseLee Goldberg. PERFORMA07, the second biennial of new visual art performance, will take place in New York City from October 27-November 20, 2007.**

**[www.performa-arts.org](http://www.performa-arts.org)**

# **> PERFORMA 07**