

# POSTMASTERS

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## EMILIO BIANCHIC

### *Nailture*

curated by Kerry Doran



The lauded notion that the internet is a democratic medium available for all to use, have a voice, be seen, and create work, is debunked in Astra Taylor's book *The People's Platform*. In actuality, those who control digital platforms are the people and corporations already in power; and, to rise to the top, users need the same resources that were necessary prior to the internet. Using what is closest to him, or what is *a mano*, the Uruguayan-born artist Emilio Bianchic paints his nails to gesture to a more democratic platform, true to accessibility and participation.

With simple materials, low budget equipment, and borrowing from DIY-culture, homemade movies, and YouTube tutorials, Bianchic produces films that have a fantastical quality greater than everyday life. In stark contrast to hyper-real and extra-HD imagery, his videos go back to "nailture": Bianchic's way of perceiving and interrogating artifice and reality. Through this lens, Bianchic breaks down arbitrary constructs like gender, normality, and difference, while demonstrating that there is potential for these ideas to take new forms.

*Emilio Bianchic (b. 1990) is a visual artist working with video, photography, and nail art as a way to examine identity in the real and virtual world. His work was included in 89plus, and has been featured in Rhizome, DIS, and Dakota Show. He currently lives in Buenos Aires and is from Montevideo.*

Postmasters Gallery located at 54 Franklin Street in Tribeca | Tuesday through Saturday 11 – 6 with Thursday hours extended to 8pm | Please contact Magdalena Sawon or Paulina Bebecka with questions and image requests at [postmasters@thing.net](mailto:postmasters@thing.net) | [www.postmastersart.com](http://www.postmastersart.com)