



Photo credit: Artist Gina M. - window mock-up

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FOR IMMEDIATE RELEASE

**Gina M.: *Selling The New Normal*
January 8-19, 2024**

Cerritos College Art Gallery Fine Arts, 11110 Alondra Blvd. Norwalk, CA 90650 presents *Selling The New Normal*, by artist *Gina M.* from January 8-19, 2024. Each piece in the series reflects a sardonic commentary on the subconscious conditioning of children to normalize America's domestic terrorism. The two-week installation is accessible twenty-four hours a day, seven days a week.

Laid out like a storefront display, Gina M.'s installation, *Selling the New Normal*, features pieces resembling familiar elements from a classic American classroom, with bright primary colors, blinking lights, chalkboards on the wall, and a desk supporting a tower of colorful blocks. The sculptures playfully introduce children to a horrific new normal. Her poem the *American Alphabet* reads, "A, begins assault rifle, a weapon of war. B, is for bullet, that shoots through a door."

Selling the New Normal exposes the cynical and political indifference for the emotional well-being and security of the next generation. This installation mocks the benevolent safety protocols, the media's modulating repetition of horrific facts and the ever-increasing frequency of domestic terrorism that, without push back, normalizes gun violence in America.

Describing her practice as "whimsy with a dark side," Gina M. is a sculptor, painter, and found-object assemblage artist using seemingly innocent childhood imagery (like teddy bears, toys, puppets and games) to create reactionary expressions of her inner emotional life. She studied interior design and color theory at the Fashion Institute of Design, and studio arts at Pasadena City College. She worked on Kent Twitchell's Colorado One Mural Project. Her solo exhibition, *Through the Toyshop and Behind the Curtain*, was featured at the Huntley Gallery at Cal State Pomona College. She lives and works in Los Angeles California.

Selling The New Normal, by artist Gina M. is part of WINDOW DRESSING, an annual cycle of short-term installations presented in the exterior vitrine of the Cerritos College Art Gallery.

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