



yellow
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gallery

P R E S S R E L E A S E

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Yellow Peril Gallery
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Jenny Drumgoole “Real Woman of Philadelphia”



Fridays, August 16 – September 13, 2013

Opening Reception:

Friday, August 16, 8PM – 10PM

Screening Hours at Yellow Peril:

Fridays, 8PM – 10PM

Yellow Peril Gallery is pleased to present “Real Woman of Philadelphia”, featuring a series of irreverent videos submitted over eight weeks by Philadelphia-based artist Jenny Drumgoole for an online video-recipe contest launched by Kraft Foods’ Philadelphia Cream Cheese and hosted by controversial Southern celebrity chef Paula Deen. All 12 single channel videos will be screened in chronological order on Fridays, August 16 to September 19, from 8PM to 10PM.

In March of 2010, Kraft Foods launched an online recipe contest entitled “Real Women of Philadelphia”, which was hosted by Southern celebrity chef Paula Deen. Women across the country were asked to submit recipe videos over the course of eight weeks that featured themselves cooking with Philadelphia Cream Cheese. At stake were four \$25,000 prizes and the chance to meet Deen in her hometown, Savannah, GA.

Philadelphia artist Jenny Drumgoole decided to enter the contest for her mother, a long time Paula Deen fan, with the goal of getting Deen to sign her mother’s cookbooks. As the contest progressed, Drumgoole’s satirical and humorous weekly recipe videos (which featured reoccurring references to action star John Rambo and “hair flipping”) garnered surprisingly positive attention from the other contestants as well as Paula Deen herself.

“Now girls, I gotta be honest – I don’t exactly know what's happening in this video! I just know that Jenny Drumgoole had me howling over here in Savannah. Watch all the way through...you won’t be disappointed!” - Paula Deen, April 13, 2010, on recipe video #2, “Sweet & Savory Cream Cheese Mould” (2010).

“And of course, the infamous (and maybe famous?) Jenny Drumgoole! I nominate Jenny to have her own website and show! What do you think, girls? I just love that she got all of you involved in this adorable video of hair flipping! And Jenny, you can tell your Momma that I think her daughter is a riot!” - Paula Deen, May 25, 2010, on hairflipping recipe video #8, “RWOP Glorious Hair!” (2010).

The final video in the series, “Q&A with the Real Woman of Philadelphia” (2011) gives an overview of Drumgoole’s participation in the contest and documents the events that followed in order to get her mother’s cookbooks signed by Paula Deen.

Drumgoole’s participation in the contest raises questions about the nature of the individual within virtual media, as well as the levels of influence, manipulation, and exploitation by larger corporate forces within contemporary consumer culture and social media marketing.

“Real Woman of Philadelphia” will be screened in its entirety at Yellow Peril on Fridays, August 16 - September 13, from 8PM – 10PM. This is Jenny Drumgoole’s first video screening in Providence as part of Yellow Peril’s second annual SUMMER EVENTS series. Last year’s inaugural video series featured the debut of “IAMTHEINTERNET”, a farewell tribute to Providence, and a selection of videos examining ambition, self-confidence, and unrequited love – written, directed and edited by Diana Joy.

About Jenny Drumgoole

JENNY DRUMGOOLE currently lives and works in Philadelphia, PA. Her video and performance work focuses on cultural obsessions with celebrity culture, desire and the limits and illusions of individuality in popular culture. She received her MFA in photography from the Yale School of Art in 2006. For more info about Jenny Drumgoole, visit jennydrumgoole.com.

About Yellow Peril Gallery

YELLOW PERIL GALLERY is a contemporary art gallery located at The Plant, a historic mill complex in the Olneyville neighborhood of Providence, Rhode Island. The Gallery strives to foster modern art critiques on popular culture and society from emerging and mid-career artists in the United States and abroad. We aspire to exhibit provocative and visually arresting artwork created specifically to ignite

conversations long after viewers have left the building. Artists that we represent share our commitment to social responsibility, and a percentage from the sale of all artwork is donated to a charitable organization of the Artists' choice. For more info about future exhibitions, visit www.yellowperilgallery.com.

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If you'd like more information about this press release, or to schedule an interview with JENNY DRUMGOOLE, please contact Vanphouthon Souvannasane at +1 917 655 1497 or via e-mail at van@yellowperilgallery.com.