

100 ARTISTS TO WATCH

RONA YEFMAN

NEW YORK AND TEL AVIV // SOMMER CONTEMPORARY ART, TEL AVIV

Born in Haifa, Israel, in 1972, Yefman works in video, installation, photography, and other media. In the words of Liz Magic Laser, her pieces have “a way of innocently perverting gender dynamics and familial relationships,” as in her photos of her sibling as he transformed from brother to sister and back again. Yefman also collaborated with Tanja Schlander on the 2006–08 multimedia project *Pippi Longstocking, the Strongest Girl in the World! at Abu Dis* and more recently created *Time Kills*, 2011, a video installation at New York’s Sculpture Center that follows the lives of two female tattoo artists. The latter project, Laser explains, “deals with the literal inscription of identity on the flesh. Assuming her role as a subjective anthropologist, Yefman tells the tale of the tattoo as it migrates through the lives of two women. From speaking with her about tattooing, I’ve come to think of it as a uniquely secular ritual that reinscribes the ironic, sentimental, brutal gesture of our times.” —DK



Rona Yefman
Martha double Jew, 2009. Still from the video installation *Martha Bouke*.

FROM TOP: DAVID ADIKA; RONA YEFMAN