

## “Susan Mogul: Sneak Peek”

June 11 to July 23, 2022



"What becomes a Legend most?" - 2022, archival digital print, 60"x40"

As-is is pleased to present Sneak Peek, an exhibition of photographs by Susan Mogul, on view from June 11 through July 23, 2022. An opening reception will take place on Saturday, June 11 from 2 to 5 PM.

In advance of this year's career-spanning survey show at the Zacheta National Gallery in Warsaw, Poland, veteran Los Angeles artist Susan Mogul offers local viewers a tantalizing preview in the exhibition "Susan Mogul: Sneak Peek" at as-is.la.

At least since the nineteen sixties when Norman Mailer titled his book of collected essays, *Advertisements for Myself*, writers and artists have acknowledged "self-promotion" as a central part of the artist's job and perhaps even, of the artwork itself. Few, however, did so earlier or with greater gusto than Mogul. This cheeky attitude weaves in and out of *Tales from the Mogul Archive*, her 36-panel magnum opus which fills the gallery's main space. Self-promotion plays an even greater role in *What becomes a Legend most?*, Mogul's series of three strikingly beautiful semi-nude self-portraits with captions in three languages—Polish, Spanish and English—on view in the entry gallery. These latter artworks are based on the mid-century ad campaign for "Blackglama," that featured glamorous images of older women celebrities wrapped in the company's mink coats, a campaign which is today best remembered for its hauntingly poetic tag line, "What becomes a Legend most?" Mogul poses this question at the top of photographs of herself and then proceeds to answer it at the bottom with a characteristic mix of self-aggrandizement and self-mockery: "Susan Mogul, the septuagenarian, anticipates her first solo museum exhibition." As do we. And eagerly so. "Susan Mogul: Sneak Peek," promises to provide the perfect send-off for this highly accomplished if not yet sufficiently appreciated artist.

"Susan Mogul: Sneak Peek" runs from June 11 to July 23. Artist's reception Saturday, June 11 from 2:00 to 5:00 pm at as-is.la.

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1133 Venice Boulevard, Los Angeles, CA 90015 - [www.as-is.la](http://www.as-is.la) - 213.610.4110



*What becomes a Legend most?* (Polish) 2022  
Archival Digital Print  
60" x 40"



*What becomes a Legend most?* (English) 2022  
Archival Digital Print  
60" x 40"



*What becomes a Legend most?* (Spanish) 2022  
Archival Digital Print  
60" x 40"

My deep appreciation to those who made *Legend* possible:  
**Julie Shafer**, Photographer.  
**May Rigler**, Stylist and Performance Coach.  
**Christina Huang**, Graphic Design Consultant.  
**Monica Majoli**, for the loan of her mink jacket.  
**Joaquin Chan-Sanchez** for the Spanish translation.  
**Zacheta National Gallery of Art** for the Polish translation.  
**Anne Martin**, Printer (annemartinarts@gmail.com)

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Tales from the Mogul Archive, 2022, an  
Installation of 36 digital prints.



*Susan Mogul's Lingua Franca, 2022*  
6 Digital Prints, 24" x 36"



*Susan Mogul's You Ask Questions, 2022*  
4 Digital Prints, 24" x 36"



*Susan Mogul's Perfect Fit, 2022*  
6 Digital Prints, 24" x 36"



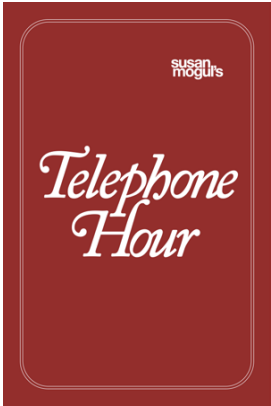
*Susan Mogul's Birth Control, 2022*  
4 Digital Prints, 24" x 36"

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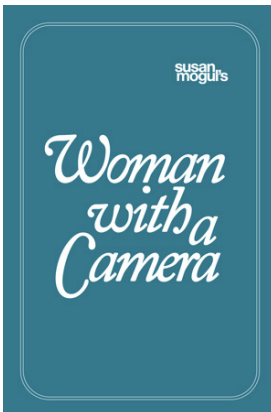
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Susan Mogul's *Look Alike*, 2022  
6 Digital Prints, 24" x 36"



Susan Mogul's *Telephone Hour*, 2022  
5 Digital Prints, 24" x 36"



Susan Mogul's *Woman with a Camera*, 2022  
5 Digital Prints, 24" x 36"

My thanks and deep appreciation to:  
**Christina Huang**, Graphic Design Consultant Extraordinaire,  
for helping me bring *Tales from the Mogul Archive* to fruition.  
**Ricardo Galindo**, Printer at Black Sheep Studio.

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