Anja Niemi – Steven Kasher Gallery, New York City
In the humorous and critical tableaux of She Could Have Been a Cowboy, Norwegian artist Anja Niemi envisions herself as a character submerging herself in the fantasy of the American Southwest. Her scenes convey a journey, spurred as an escape from conformity and a search for a new identity. The work is a multilayered and cinematic exploration of American myth, gender roles, identity, and the tradition of the androcentric American road trip photography. Niemi dares viewers to discredit the fantasy by finding a reason why she shouldn’t be a cowboy.