



Camilla



Inga



Sybil



Elsie



Louisa



Magda



Sylvana



Shelley



Zeta



Paola



Stefano



Clifford



Vince



Stavros



Ravi

Edition of 3 images, plus 2 artist proofs  
Pigment print on cotton rag art paper  
Size: 100cm x 133cm  
Framed Price: \$3200

Photographs by Juli Balla  
Words by Andrew Frost & Juli Balla  
Wigs by Kenneth Stoddart  
Flowers by Saskia at Grandiflora

# PERSONA NON GRATA

## ARTIST STATEMENT

### Photographs by Juli Balla

The adage “don’t judge a book by its cover” would not be appropriate in the context of this show, as this is exactly what I have tried to do.

I have created personas without faces.

By combining certain hairstyles and accessories, I have determined their personalities. You look at these assemblages and they become someone you know or someone you’ve seen.

Our physiognomy alone doesn’t determine who we are.

Some people choose to stand out. They style themselves in such a way, that one can’t help but do a double take. Others try to blend in and stay in the shadows. What determines which camp we belong in?

In this work I am investigating how little is needed to define individuals and the shifting concept of personal identity.

Whether we like it or not, we are frequently judged or pigeon-holed by our outward appearances; the hairstyle we favour, the sunglasses we choose or the clothing style we adopt.

In this work I have removed the human element and let the outward accoutrements speak for themselves.

In my professional photographic career, I work with models on a daily basis, so I welcomed the opportunity to have some peace and quiet on set.

The humour in the photographs is very important to me. I want the audience to connect with the work emotionally and laughter is definitely a part of that.

Special thank you to:

Kenneth Stoddart  
Alex Reznick  
Dr Andrew Frost  
Carolyne at 3AM Wigs  
Saskia at Grandiflora  
Monica at Pelle  
Lorraine at Vintage Clothing  
Andrew at Paper Stone Scissors  
Geoffrey Boccalatte



3/138 Darlinghurst Rd, Darlinghurst  
T: 02 8084 7541

Exhibition open: 29 October- 17 November  
Tuesday-Sunday 10am-6pm