

**CHRISTINA KIROUAC:
MY GIRLFRIEND CAN'T
WRESTLE, BUT YOU
SHOULD SEE HER BOX**

That the Canadian artist Christina Kirouac has managed to pull off this project, in a traditionally strait-laced town such as Belfast, is no mean feat. That there has been not one iota of protest about its gloriously grubby innuendo is perhaps indicative of the general complacency with which we have come to regard advertising. Casting herself in the role of a tongue-in-cheek alter ego — the sassy, boxing porn queen Chrissy Virtue — Kirouac's billboard portrays a lissom, athletic form clad in skimpy sportswear and a blossomy, pulsating pair of red boxing gloves. A bold but wobbly typeface pronounces: "My girlfriend can't wrestle, but you should see her box." Phnar! Kirouac's image and, more particularly, her text seem curiously at home in Belfast, a city whose gutters are veritably awash with such colloquial pleasantries. "Chrissy is," according to Kirouac, "a sub-cultural parody, couched in humour, created to provoke discourse and peel away conventional stereotypes." Consider the digitally enhanced bust and buttocks, the airbrushed bruises and blackened eyes — all applied using techniques more usually associated with images of women for porn magazines. As an in-your-face, thought-provoking, temporary piece of urban artwork it works splendidly, and if a gorged and seasonally sedated public cannot muster the energy to give Kirouac's work the verbal bashing it deserves, at least the weather keeps trying.

Gavin Weston

Artsite (junction of Bruce Street and Great Victoria Street), Belfast, until January 9 (01232-325835)

