

Sylvie Fleury
She-Devils On Wheels
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Sprüth Magers, New York

Sprüth Magers

Sylvie Fleury's multimedia practice explores the interplay between fashion and art, scrutinizing the politics of consumerism and fetishism. This interrogation is as provocative – radically questioning the paradigms of desire and art history – as it is playful. Continuing their collaboration of over three decades, Sprüth Magers is pleased to present a solo exhibition featuring a selection of Fleury's neon works alongside her installation *She-Devils on Wheels Headquarters* (2000).

The neons transform commercial language – product names like “Égoïste,” advertising mantras like “Faster! Bigger! Better!” – into meditations on consumption. By isolating these familiar slogans, Fleury exposes the mechanisms through which desire, luxury and identity are constructed and sold in contemporary society. The choice of neon, a quintessential advertising medium, fuses art with commerce and text with sculpture.

She-Devils on Wheels Headquarters references both a 1968 film about an all-female motorcycle gang called The Man-Eaters and Fleury's own women-only motoring club, founded in the 1990s after she was refused membership to a car-racing club. The installation includes a red mural with the blocky lettering spelling “SHE-DEVILS ON WHEELS,” a large-scale neon reading “HOT HEELS,” blown-up magazine covers and club merchandise – badges, caps, stickers and T-shirts. The work draws sharp parallels between the paraphernalia of femininity and the tools of motorsport culture, offering an ironic critique of gendered rituals and obsessions.

Premiering concurrently, Fleury's Performa Biennial 2025 commission will combine sculpture, movement and sound in a series of tableaux vivants.

Sylvie Fleury (*1961, Geneva) lives and works in Geneva. Selected solo exhibitions include Mrac Occitanie, Sérignan, France (2025), Kunsthal Rotterdam (2024), Kunstmuseum Winterthur (2023), Pinacoteca Agnelli, Aranya Art Center and Bechtler Stiftung (all 2022), Kunstraum Dornbirn, the Instituto Svizzero, Rome (both 2019), Villa Stuck, Munich (2016), Centro de Arte Contemporaneo, Malaga (2011), MAMCO, Musée d'art moderne et contemporain, Geneva (2008–2009), the Mozarteum, Salzburg (2005), ZKM, Museum für Neue Kunst, Karlsruhe, Le Magasin-Centre National d'Art Contemporain, Grenoble (both 2001), The Museum of Contemporary Art Chicago (1995). Selected group exhibitions include Migros Museum für Gegenwartskunst, Zürich (2022/2013), Jeu de Paume, Paris (2020), Grand Palais, Paris (2019), Kunsthaus Zurich (2018), Museum für angewandte Kunst, Frankfurt (2017), Museum Haus Konstruktiv, Zurich (2016), Belvedere, Vienna (2012), Städtische Galerie im Lenbachhaus, Munich (2010), Chelsea Art Museum, New York (2007), PS1, New York (2006), Collection Lambert, Avignon (2003) and Museum Ludwig, Cologne (2000).

22 East 80th Street, 2nd Floor
New York, NY 10075
P +1 917 722 2370
www.spruethmagers.com