

Máscara by Jocelyn Allen

The themes that I often explore within my work are representation, hiding & revealing, self-esteem, body image and anxiety and I primarily use myself within my personal work.

I had been making a self-portraiture project that was about learning to love myself and my body. It was very therapeutic for me, but also quite intense. One night in 2012 I found myself buying some cheap makeup online to make some images for a new project that would be more playful. When it arrived, I decided that I didn't want to put it on me though, as my skin is quite sensitive, so instead I decided to put it on a lens filter and shoot through it. I experimented with many types of makeup, as well as hair gel and using fake eyelashes, and using them together. The project became a fun release, but I realised I needed to prioritise the other series.

In 2016 I felt it was time to continue working on the project and gave it its name, *Máscara*, which is Portuguese for mask though it looks like mascara which I used a lot to make the images. The name fitted well as by now I knew the importance of hiding and revealing in my work; having projects and photos that to me felt very revealing (physically, mentally or both) and then those where I could hide and become more mysterious. Also my relationship with makeup had changed during the 4 years between; I had gone from wearing some makeup (mainly mascara) to not wearing any and I was interested in how it changes someone's looks and is in some way like a mask.