



MEP

STUDIO



Amandine Kuhlmann

Cash Me Online

03.04–18.05.2025

The exhibition

In the second half of the season, the MEP Studio presents the video installation of Amandine Kuhlmann, *Cash Me Online*. Created in 2023, this project, combining performance and video, explores social media as a performative space.

The artist has designed a fictional character, a hypersexualized alter ego, who operates both online and during public performances. Adopting glamorous, artificial, or suggestive poses inspired by social media trends, this character re-enacts the stereotypes that dominate these virtual spaces, exaggerating social expectations.

The project features a series of short sequences: "Mukbang" videos – a phenomenon where viewers watch young women consume excessive amounts of food – followed by the wellness advice of the "Clean girl," a figure promoting a healthy, productive lifestyle fueled by self-help mantras. To embody these various archetypes, Amandine Kuhlmann blends images of herself with found footage. Using deepfake technology, she overlays her face onto these foreign bodies, further highlighting their artificiality and strangeness.

This work underscores the impact of social media on the commodification of bodies, particularly women's bodies, whose societal status remains heavily influenced by these imposed standards. *Cash me Online* offers a critical and sarcastic perspective on these constraints, creating space for reflection and, ultimately, liberation.

Amandine Kuhlmann was born in 1992 and lives and works in Paris. She graduated from ECAL (École cantonale d'art de Lausanne) in 2023 and has worked for the press, particularly in the fields of women's fashion and beauty. These experiences inform her exploration of the concept of femininity and its representations. Her artistic practice, which combines performance, photography, and video, is deeply rooted in social and political questions. Her work has been exhibited in group shows both in France and internationally, for example "A Nova Feminilidade," Thirdbase Studio in Lisbon. She also participated in the Biennale Images Vevey in 2024.

Curator

Clothilde Morette, artistic director, MEP

Production manager

Elisa Monteillet, MEP

The exhibition is organised with the support of

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PARFUMS

Previous page:

Amandine Kuhlmann, *I'm Just a Girl*, 2023

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The MEP supports young artists

In parallel with the programming of the Galleries (floors +2 and +3), which is made up of major exhibitions three times a year featuring the work of artists with established careers and reputations, the Studio (floor +1) presents emerging artists on a more regular basis, giving them their first solo and institutional exhibition.

#AmandineKuhlmann

#StudioMEP



Press images

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[Download the visuals here.](#)



Amandine Kuhlmann, *Delusional Queen*, 2023

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Amandine Kuhlmann, *Still #5*, 2023
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Amandine Kuhlmann, *Still #2*, 2023
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Amandine Kuhlmann, *Fame Won't Love You*, 2023
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Amandine Kuhlmann, *I'm Just a Girl*, 2023
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Amandine Kuhlmann, *Catfish Training*, 2023
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Amandine Kuhlmann, *How to be Basic #4*, 2023
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Amandine Kuhlmann, *How to be Basic #3*, 2023
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Amandine Kuhlmann, *How to be Basic #1*, 2023
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President : Jacques Bungert

Director : Simon Baker

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The MEP would like to thank the Collector's Circle of the MEP and the Friend's Association of the MEP for their continued support.

Useful information

MEP – Maison Européenne de la Photographie

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or Pont Marie (line 7)

Opening hours

Wednesday and Friday from 11 am to 8 pm
Thursday from 11 am to 10 pm
Saturday and Sunday from 10 am to 8 pm
Ticket office open till 7:30 pm
Closed on Monday and Tuesday

Admission fee

Full price: €13
Over 65 years : €10
Reduced price: €8

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