

LA ESQUINTA

Locust Projects Miami • 297 NE 67th St • Nov 28- Feb 1, 2025



Locust Projects presents LA ESQUINITA, a large-scale, multi-room environment by Miami artist Tara Long.

Visitors enter a candy-sprinkled storefront stocked with hand-made “sugar-coated” souvenirs—objects that reference Miami’s tourist economy, readymade for consumption .





Ceramic goods for
storefront in progress

Pushing past a
hidden door, you will
emerge backstage...



...into darkness to confront a massive three-tiered cake sculpture—part stage, part crumbling high-rise.





Performers, hidden inside the cake erupt
in episodic rituals of desire and decay.

Anchored in female archetypes, these
characters are built like sacred clowns or
Commedia dell'arte figures.



Long juxtaposes Florida's early 20th-century "Big Sugar" land grab with today's influx of Big Tech capital, showing how both sweeten—and hollow—local culture. Her materials oscillate between confectionery fantasy and rot: fondant-like plaster, glossy ceramic "snacks," cracked stucco, and projected spores.

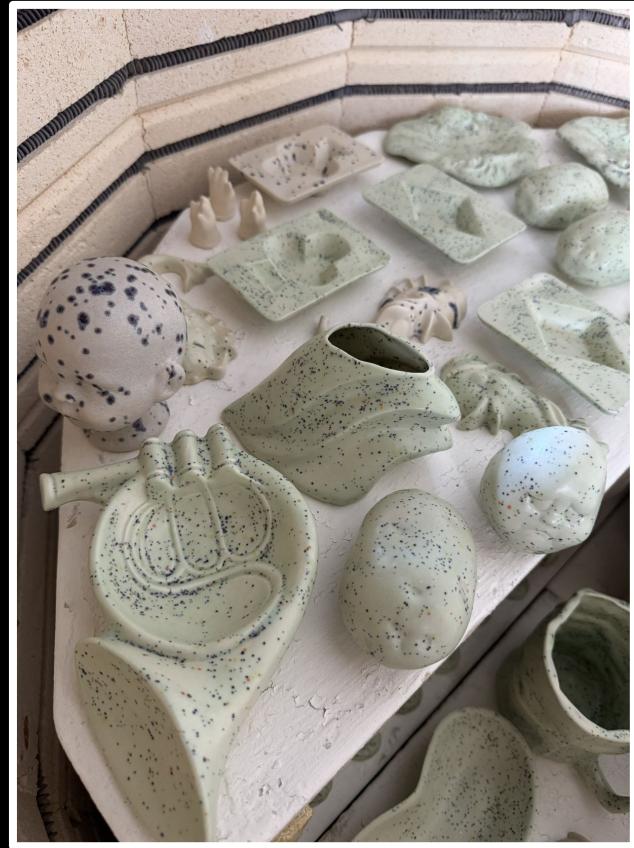




The rear lounge, overrun by swamp life (3D projection mapped everglades) underscores nature's primacy and resilience. Open as a speakeasy for special occasions.

Run of show: November 19th through January 24th

- Opening event: Black Friday November 28th 2025
 - Public rave 9pm–late (patio).
- Meet the Artist Official Basel event December 6
- Gallery hours: Wed–Sat, 11–5 (check website for holiday schedule).
- General Admission: Free.



Artist Statement

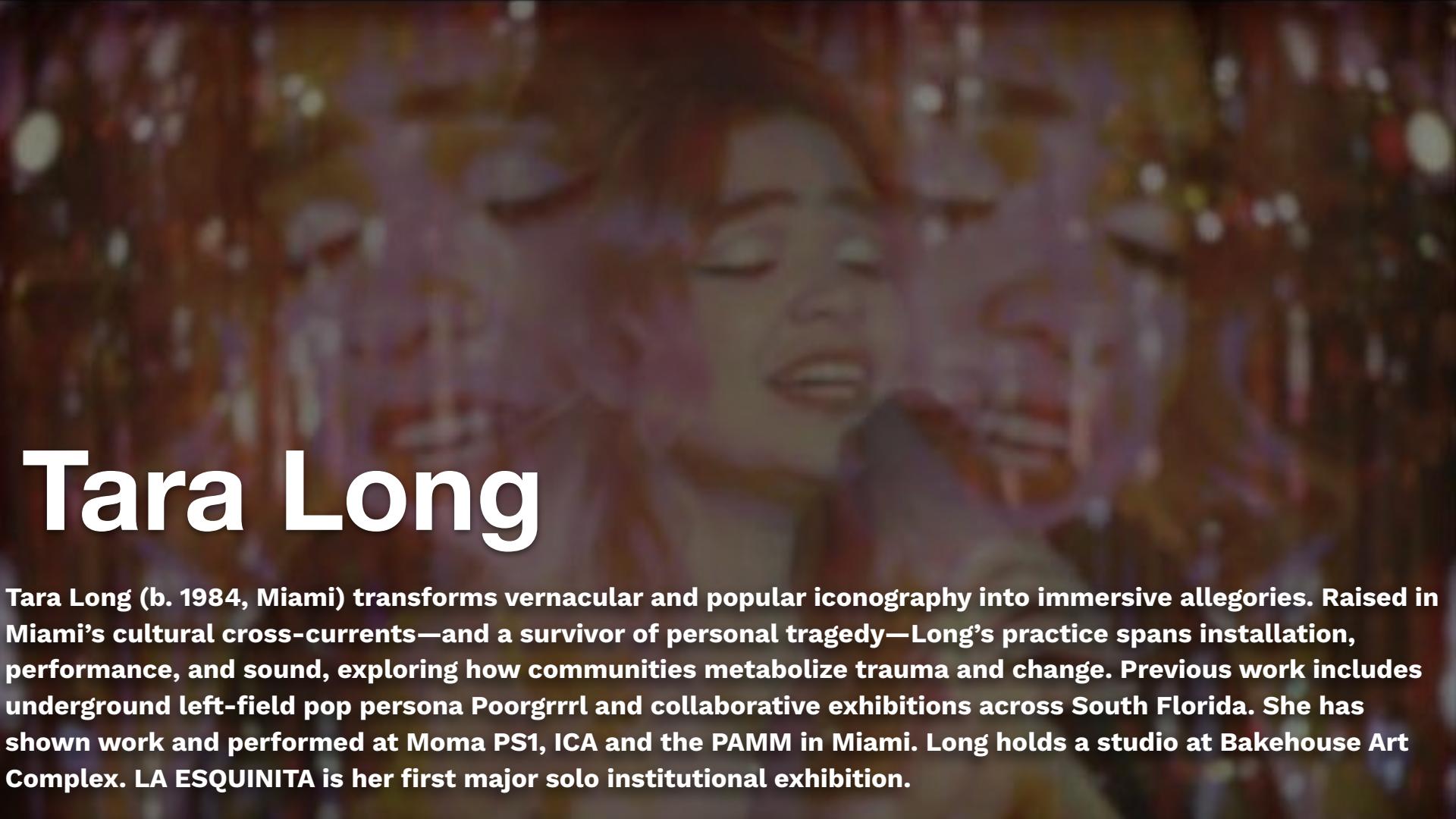
LA ESQUINITA is a sugar-laced parable about power.

Sugar—once Florida's economic engine—remains a potent symbol of over-indulgence, colonization and bodily harm. I merge that history with contemporary tech-led displacement: both promise progress, both leave chasms in place of community.

Visitors experience three acts:

1. Facade & Storefront (Seduction) – A corner-store mural blends bodega graphics with dripping icing. Inside, flawless candy- merch seduces buyers.
2. Backstage (Exposure) – A hidden door reveals consumption's darker appetite. A monumental cake resembles a toppled condo; performers embody female archetypes—Sweetheart, Siren, Fury—surfacing from its cavities.
3. Speakeasy (Collapse / Rebirth) - The rear lounge, overrun by swamp life, underscores nature's primacy and resilience.

Narrative threads connect macro (land use, capital) to micro (gut bacteria, gendered “sweetness”) while asserting that progress, like sugar, ferments.



Tara Long

Tara Long (b. 1984, Miami) transforms vernacular and popular iconography into immersive allegories. Raised in Miami's cultural cross-currents—and a survivor of personal tragedy—Long's practice spans installation, performance, and sound, exploring how communities metabolize trauma and change. Previous work includes underground left-field pop persona Poorgrrrl and collaborative exhibitions across South Florida. She has shown work and performed at Moma PS1, ICA and the PAMM in Miami. Long holds a studio at Bakehouse Art Complex. **LA ESQUINITA** is her first major solo institutional exhibition.

SPONSORSHIP PERKS



Two examples of digital advertising banners. The top banner is for "Motivated Mompreneurs" and features three images: a woman in a pink dress dancing on a beach, a woman working at a desk, and two women looking at a laptop together. The bottom banner is for "Your Ad Here" and shows a person working at a desk with a laptop, with text encouraging users to "Get Your Message In Front of Your Ideal Client", "Position Yourself as the Expert", and "Increase your Reach". Both banners have a "Design it Today!" button.

A newspaper clipping from "Miami Life" magazine. The headline reads "What Everybody's Asking Today: HOW'S BUSINESS, YOU DAM LIAR?". The article discusses the tourism industry in Miami, mentioning the arrival of tourists and the price of beachfront properties. It quotes a couple who recently arrived in Miami and express concern about the high cost of living. The article also mentions the closure of some businesses and the impact on local residents. The column "THE LOW DOWN" is also visible at the bottom right.

THANK YOU