

MEET THE ARTIST WHO USES DRAG TO COMMENT ON OUR SELFIE OBSESSION

WORDS VALENTINO VECCHIETTI

We can't help but recognise ourselves in Berlin-based Brit Elly Clarke's alter-ego #Sergina, the "multi-bodied, multi-located drag queen who sings songs about love, sex and mobile phones".

One of the rising stars of the international female drag queen scene, the queer artist and photographer told us, "Although some women self-identify as 'female drag queens' or 'faux queens', I would never do that. The power comes from the uncertainty and assumptions of what the audience expect drag to be".

What's that you say? Only men can be drag queens? Elly begs to differ: "You don't have to be male to be a drag queen. It shouldn't matter what's under your clothes."

#Sergina has all the wit, wisdom, and cracked drag queen glamour you could wish for, but she has something else, too. Playing on our obsession with identity on social media, #Sergina is a fascinating reflection of our own self-constructed, digital, online personas; our self-proclaimed celebrity, and the selfie-culture in which we exist today. As #Sergina would say, "We can be splendid, but when the camera goes off, we are alone".

With catchy pop songs like *Instantaneous Culture*, featuring lyrics that tease us with the lines, "Why want for what you wish for? Get it now. See it now. Upload it now," Elly's #Sergina knows exactly what makes us tick, then makes us think about it and laugh at ourselves.

#Sergina is set to do a flashmob performance in Brighton this September, singing *I Got My Phone In My Wallet* which sees the audience perform the dance moves en masse with YMCA-style dance gestures. "It is an open-source performance piece, you can come along and participate, and end up being in the music video."

Now that's an invitation we can't turn down. See you there! 📱

ellyclarke.com | [Instagram.com/sergina](https://www.instagram.com/sergina)

Elly Clarke

Why we love...

"We can be splendid, but when the camera goes off we are alone"



PHOTO: CHRISTA HOLKA / COSTUME: PATRICIA MURIALE