

PRESS RELEASE | GALLERY ISABELLE VAN DEN EYNDE



Rokni Haerizadeh, Fictionville, Life is Perhaps That Enclosed Moment when My Vision Destroys Itself in the Pupil of Your Eyes, Part of a portfolio of 6 works, 29.7 x 42 cm each, gesso, watercolor and ink on paper, 2011

Devoid of pitiful moralizing and surpassing fetishistic infatuation, Haerizadeh's works on paper and video animation controversially pervert found photographic media images. Scenes of tragedy, brutality and suffering are transformed into an anthropomorphic Orwellian world; humorous, grotesque and bitter. In the animation 'Just What Is It That Makes Today's Homes So Different, So Appealing?' Haerizadeh creates the narrative frame by frame, generating a moving painting in which the stills of CNN and YouTube news broadcasts about the unrest in Iran in June 2009 are deviated into a voyage through a bestial spectacle.

As demonstrations and rallies become carnivals, and media footage grim theatre, Haerizadeh raises questions about the culture of popular protest that challenges sanctimonious behaviour with the idolization of self-righteous violence and martyrdom. In the carnage depicted in Haerizadeh's works, government officials and protestors become indistinguishable beasts, and the anesthesia that obscures our perceptions of prolifically disseminated media broadcasts subsides, revealing a disturbingly captivating narrative.

Rokni Haerizadeh (b. 1978, Tehran, currently living and working in Dubai) has had several solo shows in Dubai with Gallery Isabelle van den Eynde, most recently 'Oh Victory, You Forgot Your Underwear' in 2009, and has participated in group shows such as Charles Saatchi's 'Unveiled: New Art from the Middle East', 2009, and 'Raad-o-Bargh' at Thaddaeus Ropac Gallery in Paris, 2009. In June 2010, he had an exhibition at Galerie Thaddaeus Ropac entitled 'Be Crowned with Laurel in Oblivion' with his brother Ramin Haerizadeh. At Art Berlin Contemporary 2011, the brothers transformed the booth into a dynamic installation replicating their studio space, and subsequently extended this project further with the collaborative exhibition 'I Put It There, You Name It' with Hesam Rahmanian at Gallery Isabelle van den Eynde in March 2012.

We look forward to seeing you at Art Basel. For press requests please contact Minnie McIntyre by email (minnie@ivde.net) or phone (+971 4 323 5052). For all other requests please contact Tessa de Caters by email (tessa@ivde.net) or phone (+971 50 502 5778). The Gallery is open Saturday to Thursday 10am - 6pm.

For information on our artists and exhibitions, please visit: www.ivde.net

For more information on the art fair please visit: www.artbasel.com

Gallery Isabelle van den Eynde is situated in Alserkal Avenue, Dubai. For more information on the Alserkal cultural district, please visit www.alserkalavenue.com or contact aa@alserkalavenue.com

ART BASEL | ART STATEMENTS

BOOTH S26

14 – 17 June 2012

ROKNI HAERIZADEH

At Art Statements 2012, Gallery Isabelle van den Eynde is pleased to present a solo project by Rokni Haerizadeh with a selection of works from his ongoing 'Fictionville' series alongside his video animation 'Just What is it That Makes Today's Homes so Different, so Appealing?'



ALSERKAL AVENUE