

GALERIE RODOLPHE JANSSEN

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FARHAD MOSHIRI

March 29TH - May 11TH

OPENING TUESDAY MARCH 28TH FROM 6 PM

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Galerie Rodolphe Janssen is proud to present its second exhibition of Iranian artist Farhad Moshiri. The exhibition will show a selection of new paintings as well as *«I'm in heaven»* a wall installation with knives created specifically for the show.

The work *“Streetfighter black on orange”* (image in attachment) is a bright beaded canvas portraying two men embracing one another in a movement both aggressive and erotic. A duality that opposes the violence of the subject and the grace of the embroidery. The beaded embroideries are realized by housewives in Teheran. It is a challenge for Moshiri to use a technique such as embroidery that has a high value in Iran and to turn it into something with western contemporary values.

«I'm in heaven» is an installation composed of knives; objects that by their very nature, present an undisputable association with violence. To this violence, Moshiri opposes a word that is the contrary of the world of knives such as *«I'm in heaven»* or *«Life is beautiful»* (as shown in the Palazzo Grassi in the Francois Pinault's collection exhibition in 2011) or even *«Home Sweet Home»*.

Farhad Moshiri develops a colorful and attractive work from where a more complexe reality originates. His inspirations are : woman, kitsh, pop culture, globalization. But also the duality between the East and the West, the culture shock, his orgins and his relation to the Iranian culture. About pop culture he says : *“I'm actually interested in second-generation pop culture, where culture is adapted, culture that is fed down by the media, [one that] is adapted by the general public”*. *“A very understandable example is when Coca-Cola is written in Arabic; the overall look and aesthetic of the bottle changes.”*



Streetfighter black on orange, 2013
Embroidery on canvas
137 x 104 cm (54 x 41 in)
(FMos031)



Broken in two, 2012
Hand embroidered beads on canvas
164 x 117 cm (64 5/8 x 46 1/8 in)
(FMos030)



Anatomy of a woman, 2012
Embroidery on canvas
130 x 100 cm (51 1/8 x 39 3/8 in)
(FMos024)



Angelina Jolie instant eyebrows, 2010
Embroidery, acrylic on canvas on MDF
(110 x 130 cm) x 4
(43 1/4 x 51 1/8 in) x 4
(FMos021)

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Farhad MOSHIRI : biography

B. in 1963 (Shiraz, Iran).
Lives and works in Tehran.

EDUCATION

California Institute of the Arts, Valencia, CA.

SOLO EXHIBITIONS

2013

Galerie Rodolphe Janssen, Brussels
Picnic, Galerie Perrotin, Hong Kong

2012

The Fire of Joy, Galerie Perrotin, Paris

2011

The Third Line, Dubai

2010

Galerie Thaddaeus Ropac, Salzburg

2009

Galerie Emmanuel Perrotin, Paris

2008

Galerie Rodolphe Janssen, Brussels
Sorry We're Closed, Brussels

2007

Kwai Fung Hin Art Gallery, Hong Kong
Daneyal Mahmood Gallery, Chelsea, NY
CANDY STORE, The Third Line Gallery, Dubai.

2006

Threshold of Hap, *e x t r a s p a z i o*, Rome
Albareh Gallery, Bahrain
Operation Supermarket, with Shirin Aliabadi, The Counter Gallery, London
Operation Supermarket, with Shirin Aliabadi, Kolding Design School, Copenhagen
The Third Line Gallery, Dubai

2004

e x t r a s p a z i o, Rome Art Space Gallery, curated by Isabelle Van Den Eynde De Rivieren, Dubai
Kashya Hildebrand Gallery, New York

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2003

Kashya Hildebrand Gallery, Geneva

Leighton House Museum, curated by Rose Issa, London

2002

13 Vanak Street Gallery, Tehran

2001

Heaven, 13 Vanak Street Gallery, Tehran

2000

13 Vanak Street Gallery, Tehran

1992

Seyhoun Gallery, Tehran

SELECTED GROUP EXHIBITIONS

2013

Disaster, Galerie Thaddaeus Ropac, Paris Pantin, France

2012

ARTandPRESS, Martin Gropius-Bau, Berlin

2011

The World Belongs to You, Venice, Italy

2010

Hope! Palais des Arts et du Festival, Dinard, France

2009

Raad O Bargh, Galerie Thaddaeus Ropac, Salzburg

«*Iran Inside Out*», Chelsea Art Museum, New York

2008

Singapore Biennale

2007

Art without borders, Tehran Gallery, University of Tehran

Neighbours in Dialogue, curated by Beral Madra, Feshane cultural center, Istanbul

2006

Iran.com, Museum of New Art, Freiburg Images of the Middle East, Copenhagen

Art without Borders, Armenian Centre for Contemporary Experimental Art, Yerevan

V-Day, Kashya Hildebrand Gallery, New York

Word into Art. Artists of the Modern Middle East, curated by Venetia Porter, British Museum, London

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Ethnic Marketing, 13 Vanak Street Gallery, Tehran

2005

After the Revolution, curated by Octavio Zaya, KM Kulturunea Erakustaretoa, San Sebastian.

quasi niente / almost nothing, e x t r a s p a z i o, Rome

Welcome, curated by Farhad Moshiri, Kashya Hildebrand Gallery, New York

2004-2005

It's Hard to Touch the Real, Kunstverein, Munich - Tallinn Kunsthalle, Tallinn - Unge Kunstnerers Samfund UKS (The Association of Young Artists), Oslo - Yeans (artist-run-space), Gothenburg - Bildmuseet Umeå, University College of Fine Arts, Umeå, Sweden

2004

Entfernte Nähe, curated by Rose Issa, House of World Cultures, Berlin

Iran under the Skin, curated by Firouz Firouz, CCCB, Barcelona

Ethnic Marketing, curated by Martine Anderfuhren e Tirdad Zolghadr, Centre d'Art Contemporain, Geneva

Turning Points, curated by Media Farzin, LeRoy Neiman Gallery, Columbia University, New York

2003

Iranian Pool, curated by Maria Chus Martinez, Casa Asia/ARCO, Madrid Casa Asia, curated by Maria Chus Martinez, Barcelona, Sharjah Biennial, Sharjah, UAE Rooseum Center for Contemporary Art, Malmo, Sweden

Continuous Stroke of a Breath, curated by Afsaneh Firouz, Harvard University, Boston

Haft, curated by Michket Krifa, l'Espace Landowski, Ville de Boulogne- Billancourt, France

1993

Tehran Biennial, Museum of Contemporary Art, Tehran

1989

Dorothy Goldeen Gallery, Los Angeles