

# rodolphe janssen

INFO@RODOLPHEJANSSEN.COM – WWW.RODOLPHEJANSSEN.COM

## Farhad Moshiri

28.03 - 11.05.2013

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" is a bright beaded canvas portraying two gentleman 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 complex reality originates. His inspirations are : woman, kitsch, pop culture, globalization. But also the duality between the East and the West, the culture shock, his origins 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." in Michigan; Hammer Museum of Art in Los Angeles and P.S.1. Contemporary Art Center in New York. His works are also present in the collections of MOMA, the Whitney Museum of American Arts and the Guggenheim Museum in New York, the Victoria & Albert Museum in London, and MOCA and LACMA in Los Angeles.