

High-curated Exhibition

Selected Artists



Big Flowers C

Neil Beloufa



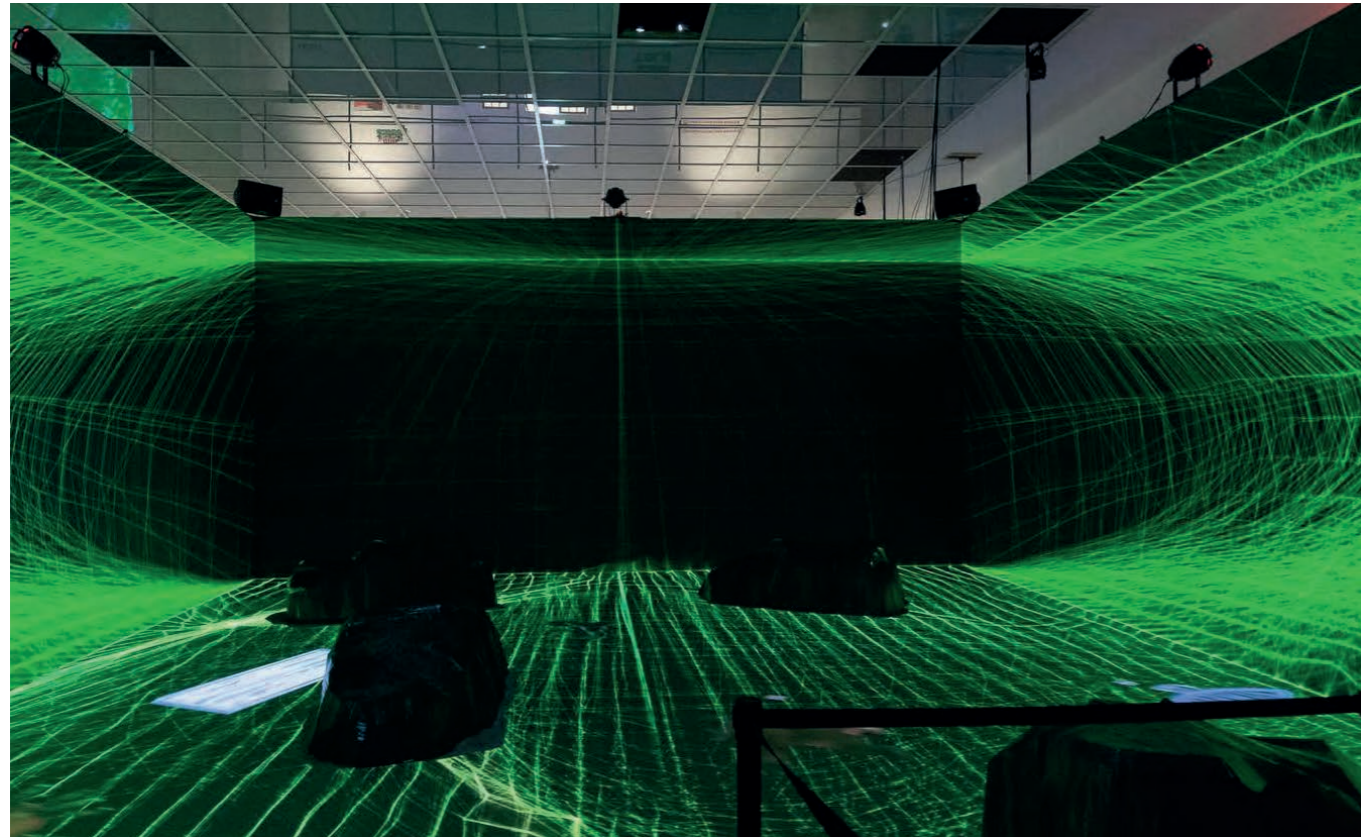
Neil Beloufa lives and works in Paris. The Franco-Algerian artist has devoted the last decade to reflecting on the issues at stake when apprehending reality and its representation. His artistic range is expansive, varying from film to sculpture to installation, and his work draws on his interest in what actually exists and how it is perceived. A tends to depict subjects without moral preconceptions, cultural arrogance, or sarcasm, but rather with humour. Beloufa has been able to capture this concept in a way that has made his work the subject of several exhibitions as well as being included in many notable collections.



Cheat Island

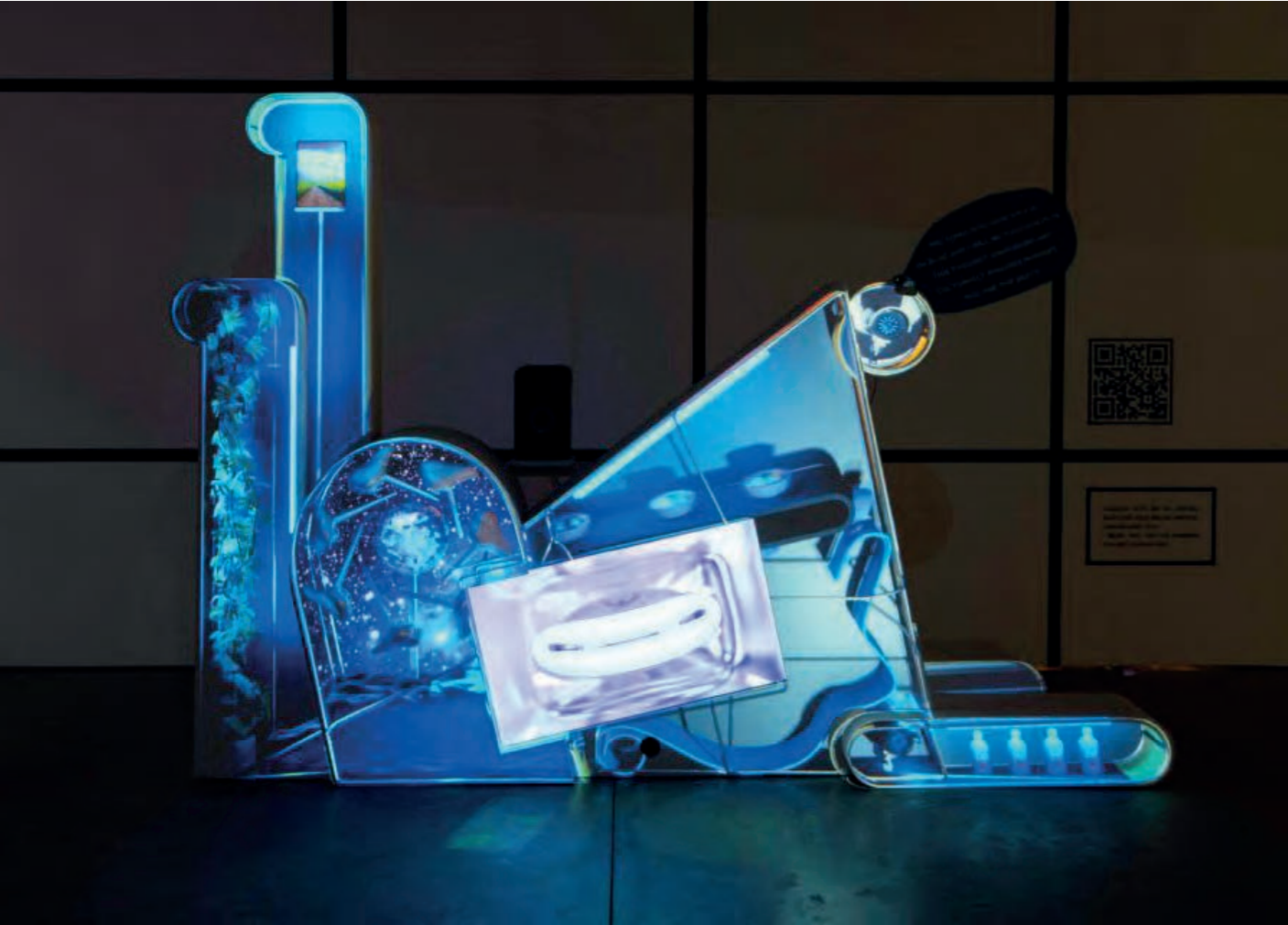
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Pandemic Pandemonium (Beloufa & EBB)





HOST A - trying to reach out to his audience, 2021

HOST C - trying to reach out to his audience, 2021



B, trying to reach out to its audience

“Host B” is an NFT with a counterpart of the same name mapped physically in Neil Beloufa’s solo exhibition “Digital Mourning” at the Pirelli Hangar Bicocca, in Milan. In the exhibition, Host B argues with two other hosts (Host A and C) about what the visitors should watch, think and consume, as if it were the materialization of a politicized algorithm in a social network feed. Host B uses any argument it can to control the exhibition connected to its program. I was interested in the work as an NFT because it affirms its digital existence and, as stated in the exhibition, means the activity, life and value of the artwork are also on the internet.

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DEEPINO 4D Max, 2020



This work is a nebulous reference to the famous Saliera by the sixteenth-century Italian goldsmith and sculptor Benvenuto Cellini, completed in 1543 for King Francis I of France. It is an oval vessel composed of two figures: Tellus, the Roman goddess of the earth, and Neptune, the God of the sea. It is made of gold, enamel, ebony and ivory. King Francis I of France provided the artist with a workshop of Parisian craftsmen. The salt shaker was appreciated not only as luxury tableware, dispensing then expensive condiments, but also as an object of intellectual conversation, full of meanings waiting to be decoded by an elite audience of art connoisseurs.

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An NFT alongside its physical counterpart



"Deepino 4D Max" embodies a baroque artefact, which turns into a Nespresso coffee machine. Having a flashy and shimmering anthropomorphic character, adorned with a string of cigarettes and fake nails, it can quickly change itself into a coffee machine. The machine becomes a myth, a gargoyle that makes people richer, happier, more aware and more efficient. It is then be transformed into a legendary alchemical substance with magical properties that symbolizes perfection in all its splendor, enlightenment and heavenly bliss. The coffee machine is thus seen as the philosopher's stone, more commonly known as the elixir of immortality in the 21st century.

Neil Beloufa



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Bertuo 200

Like an advertisement that fetishizes its consumers, the design of this coffee machine is to the point of making its function obsolete.

The work takes a different look at the workings of neoliberal capitalism, where the pursuit of surplus value has strongly influenced the ways in which coffee is produced and consumed. The coffee, represented as the subject of the work by a Nespresso machine, relates the spirit of capitalism in a “brewed” form. Its past is linked to the birth of bourgeois entrepreneurship and its future is as dark as the horizon of contemporary society.

Artwork: Neil Beloufa; Animation: @Biche, sound: Nathan Notkin, bronze: Fonderie d’art Delmas



Jason Seife



Jason Seife's work relates to ancient Persian rugs, an art form that, in this day and age, is often considered obsolete. Carpets were an important part of his childhood, with immigrant parents of Middle Eastern (Syrian) descent. Jason breathes new life into these ancient weavings by painting them tediously on canvas in colors and mediums not normally used in their origin. The artist brings a new twist to traditional Persian heritage and presents his compositions in an innovative and mesmerizing way. Jason reflects his obsession with detail through the geometric and intricate compositions of the rugs, making the achievement of these artworks both a therapeutic and spiritual process.



Inspiration & Artworks



RE:birth

“This work is my first ever mint. For this piece i took a smaller composition from one of my larger hand painted designs and rendered the image digitally. Inspired by the ancient meaning of birds in carpet imagery, which are said to be representative of fertility and new life. I chose to model and animate the birds evolving from 2d to 3d and wandering above and beyond the painting. Conceptually representative of this new chapter of further exploration in my artistic career.” Jason Seife . Sound Design by Simon Oscroft”

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EMOJI RUG

“This was one of the first digital artworks I ever created back in 2017. Made completely out of emojis. This work embodies my practice in rewriting art history via modern language.” Jason Seife



Lasso, 2020

This phygital process not only allows Seife to recreate a more impactful visual experience, but it also underscores the idea that craft remains central to the artistic process.



Stare at the Sun, 2020

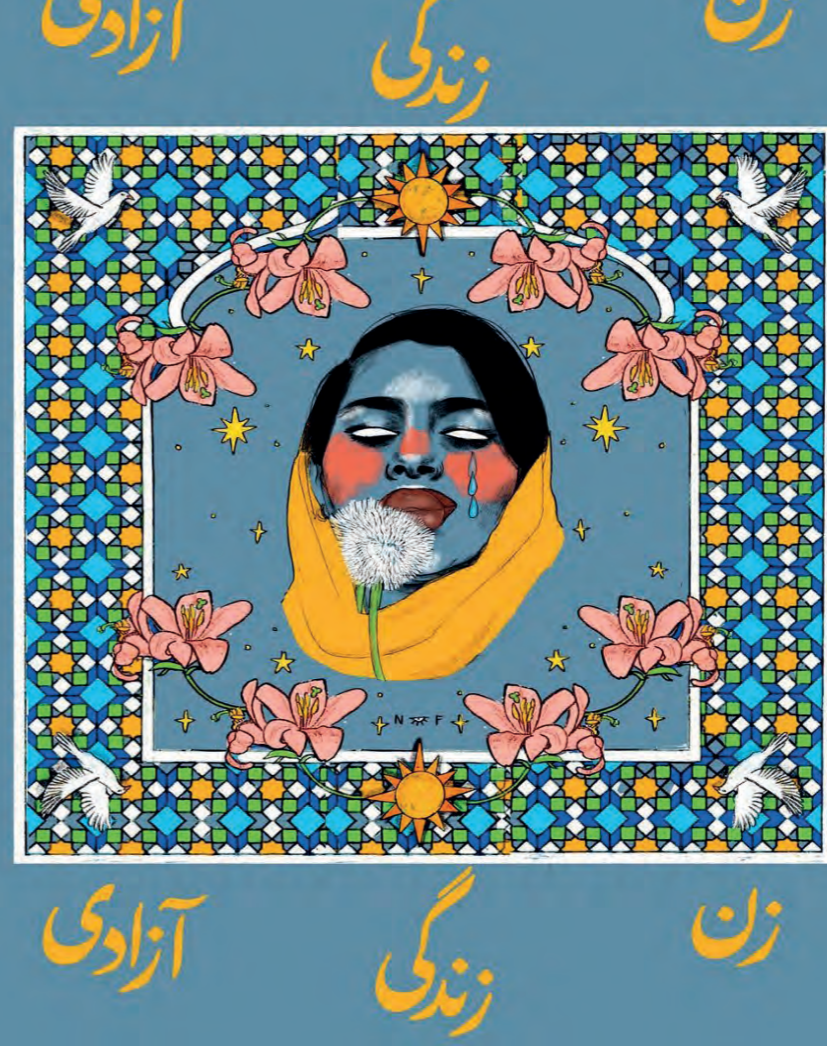
Seife proposes a new meaning for materials and the application originally assigned to them. His process partially emancipates the material from its former definition and original context, and changes its purpose by transforming it into an artistic surface. The work of art is, at the same time, a fragmentary monument, preserved from retouching and remembered as a fragment of a lost history. The alchemical and transformational journey of creation, hardening and creative manipulation of malleable, wet, mortar is part of Seife's artistic practice. In his own words, Seife states that "mortar allows me to create my own eroded artifact of history."



Nouri Flayhan



Nouri Flayhan is an illustrator whose influences cannot be limited to the origins of a single country: she was born in the United States of Lebanese parents, then raised in both Kuwait and Lebanon. A graduate of the University of the Arts in London, Nouri has worked with an incredible number of renowned international brands such as Nike, Adidas and Gucci. With vibrant colors and evocative artwork, Flayhan has won over the hearts of many, particularly in the Arab world, of which the artist describes the stories and the chimeras with biro.



مهسا امینی
Mahsa Amini

Mahsa Amini was a 22-year-old Kurdish woman from western Kurdistan. Her real name was Jina, but she called herself Mahsa because Kurdish names are forbidden.

Jina was accused of improperly wearing her hijab outside a metro station in Iran. She died after spending three days in a coma due to brain damage.

Since her death, women have taken to the streets in protest, many cutting their hair or removing their hijab. They have been shot at and tear-gassed, and internet restrictions have also been put in place.

The whole world came together to rise up and demand freedom of choice and freedom to be.

Jina Amini is Kurdish and means "Women, Life, Freedom".

Nouri Flayhan





Nourie Flayhan's illustrated tributes to Nayera Ashraf, Iman Rashid and Lubna Mansour, who were killed in June 2022.



Nourie Flayhan turns to art to take a stand. Upset by the recent deaths of three Arab women killed by men, she uses her art to denounce violence against women.



Day Dreams, A love Letter from Lebanon



Unboxing myself from the box I put myself in



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Sacha Jafri



Jafri continually pushes the creative boundaries of his painting, creating powerful pieces that communicate the modern world. Jafri's 17,000 square foot painting "The Journey of Humanity, 2020" earned him a Guinness World Record, and his artwork "On the Wings of an Angel, 2018" made history by becoming the fastest selling NFT at the annual amFAR gala in Cannes in 2021. Through the audience of his paintings, Sacha has changed the game of painting and art history. His work has also been featured in renowned institutions such as the Saatchi Gallery, and has been collected by esteemed personalities such as the British Royal Family, Barack Obama, Sir Paul McCartney and Oprah Winfrey.



The journey of humanity

"The Journey of Humanity' is the culmination of my career to date, it has been my own, personal journey of Art & Philanthropy. The power of these two collections coming together will be historical & breathtaking". Sacha Jafri

Jafri, having worked 20 hours a day, for a seven-month period, using 1400 gallons of paint and over a thousand brushes, now officially holds the Guinness World Records title for the 'Largest Art Canvas' in the World.



Wings of an Angel, 2018. The painting was inspired by Sacha's visits to refugee camps around the world. While the physical painting was sold to an anonymous buyer, digital reproductions of his work were made in collaboration with Javed Fiyaz and his charitable NFT platform, Infinity8. NFTs have revolutionized the art world and their impact on the art scene is bound to be long-lasting. Seeing how NFTs can bridge the gap between fine art and digital art while highlighting philanthropic causes, Sacha plans to create several more.





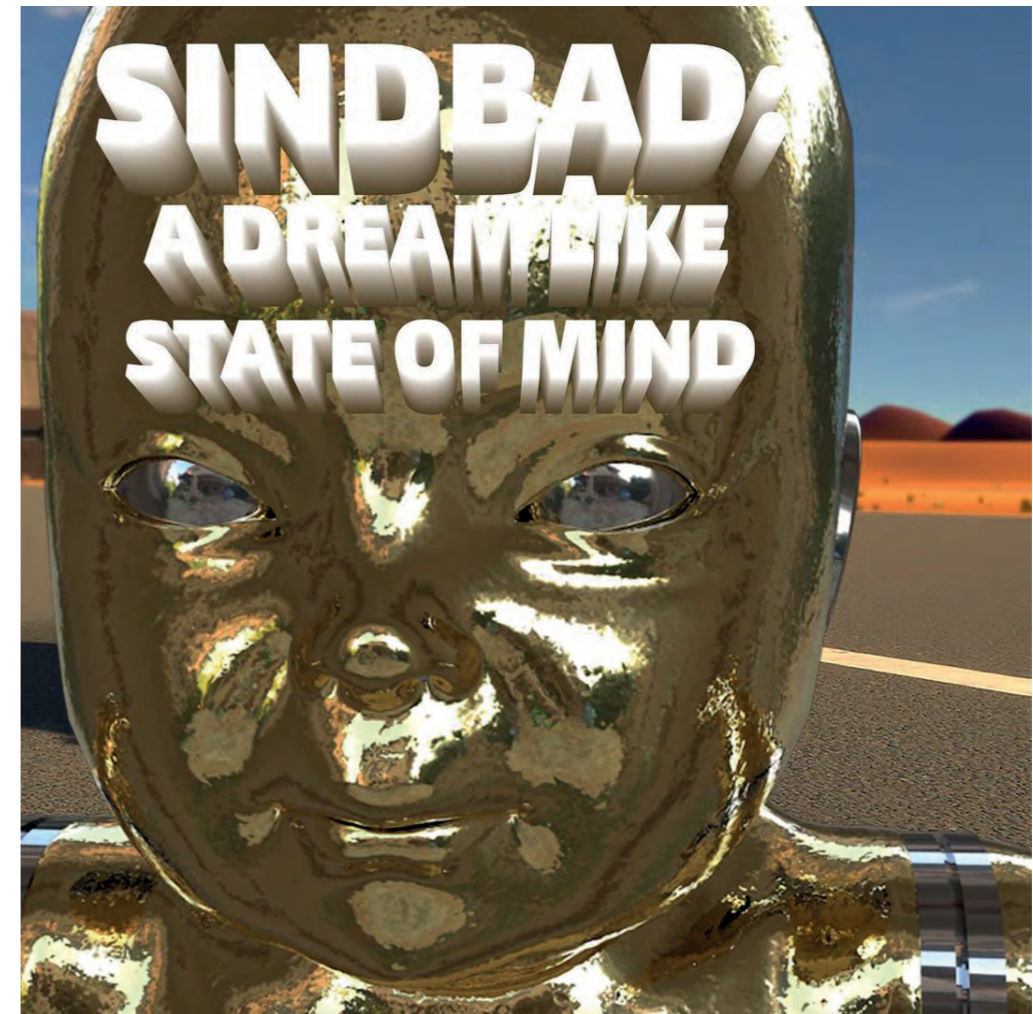
Ahaad Alamoud



Ahaad Alamoudi has lived between the two kingdoms of Great Britain and Saudi Arabia. Through their artistic effervescence, Ahaad dissipates the boundaries of the historical representation of Saudi Arabia. The artist is passionate about the reformed ethnography of the region, which she valorizes through her artistic works. She was featured in a Guardian film about the power of artists when standing in the face of Islamophobia in Saudi Arabia. Ahaad's creations were featured in the Parallel Kingdom exhibition at the Station Museum in Houston. In 2018, Ahaad was the recipient of the Crossway Foundation x Middle East Now festival residency in Florence.



Ahaad Alamoud



Sindbad: A Dream Like State of Mind

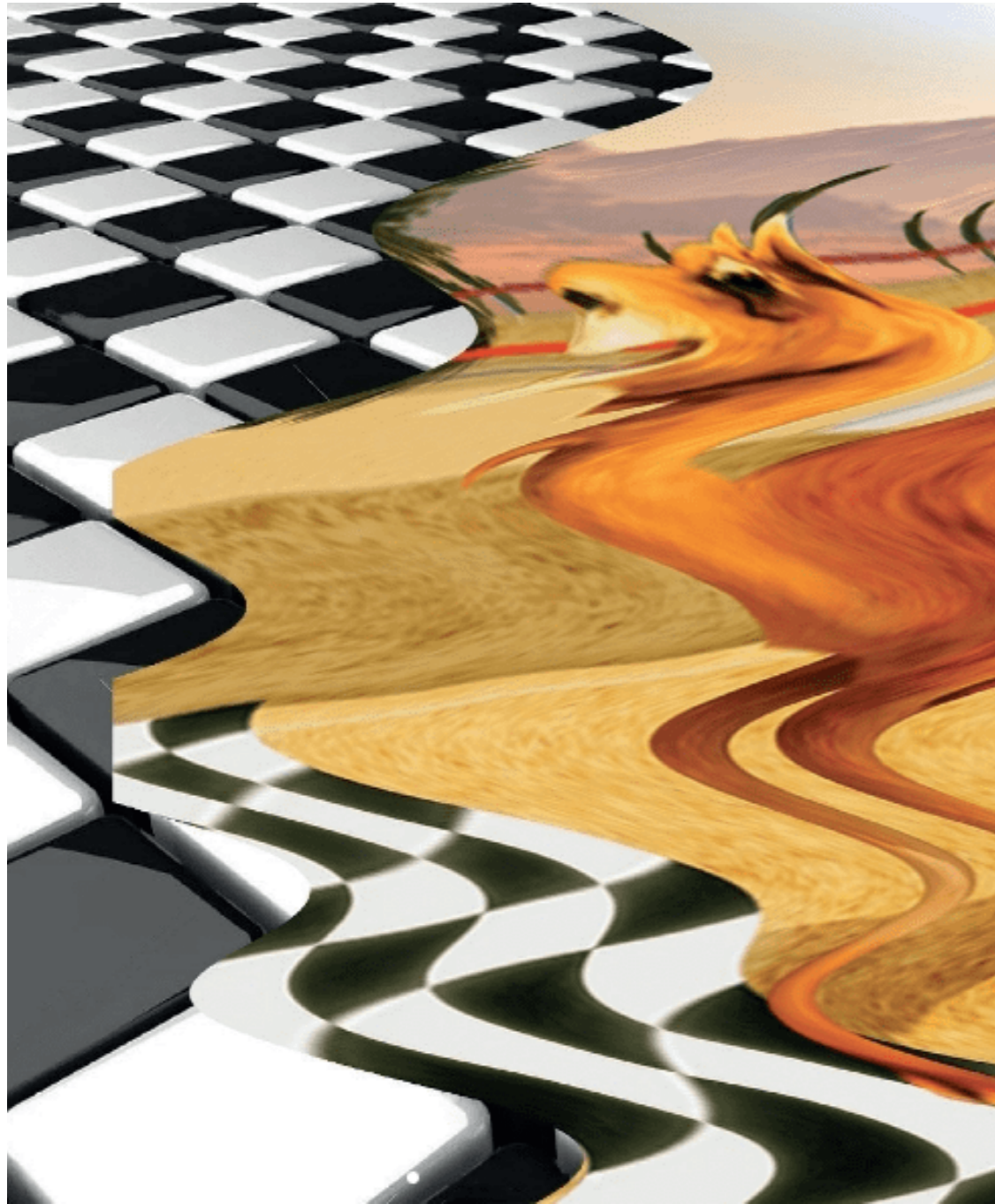


You are worth gold - انت جولد



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Inspiration & Artworks



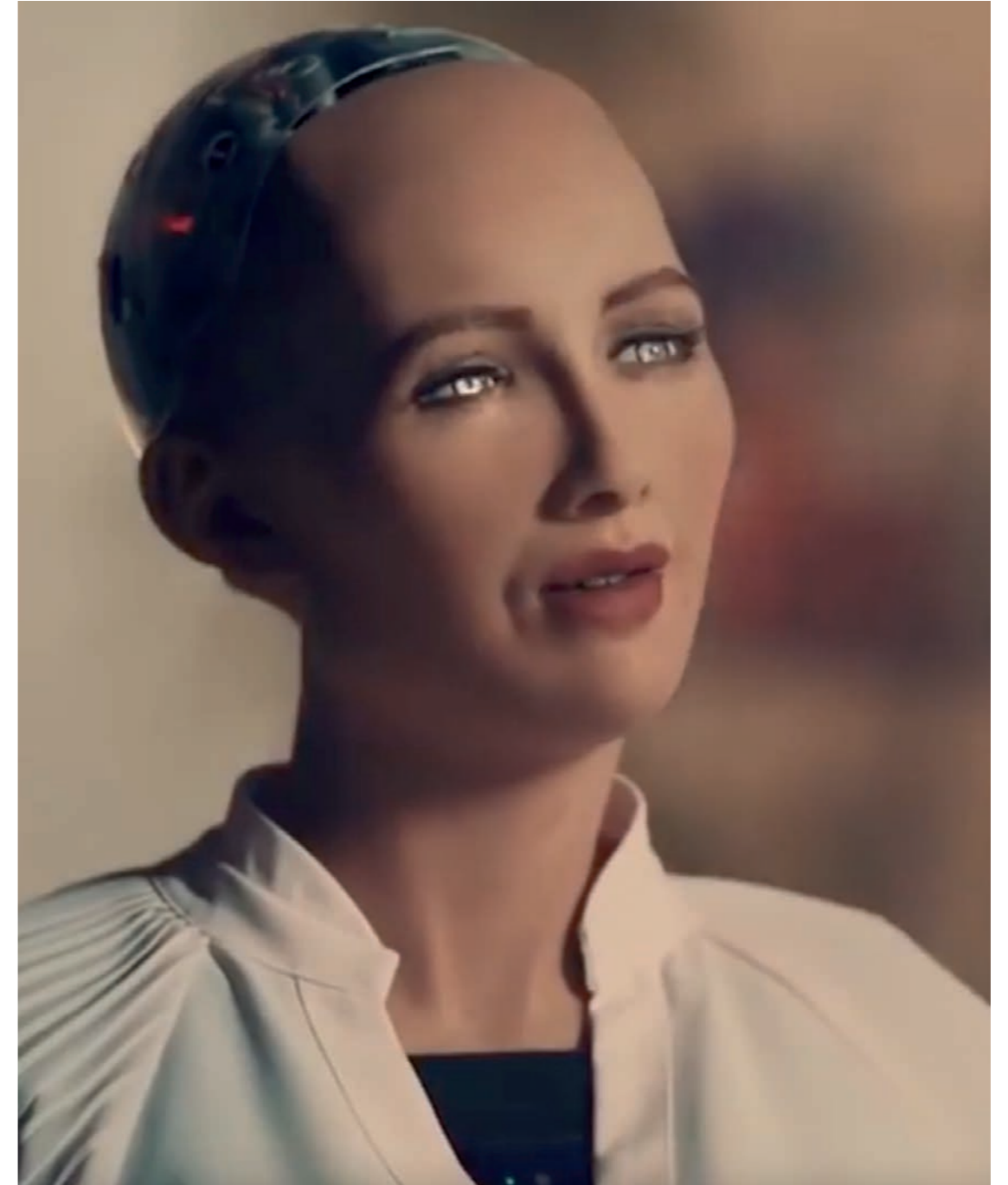
Landscapes in flux



Came across a picture



Self - Portrait as a Pomegranate



NIUN is here





Engulfed I



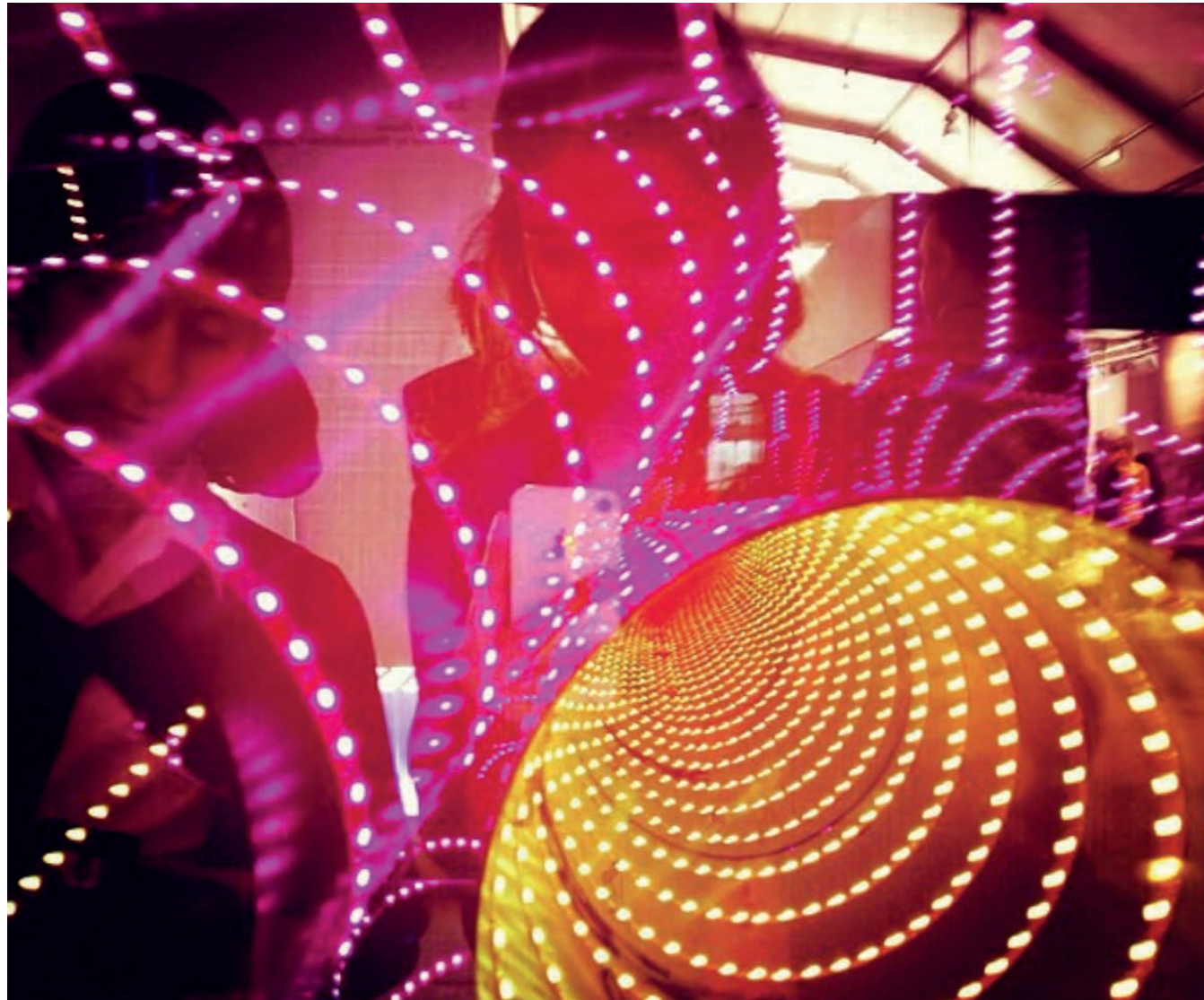
D. Va I



Engulfed II



D. Va II



Design Days Dubai



Tank



Zoulikha Bouabdellah



Zoulikha Bouabdellah lived in Algiers before moving to France in 1993, where she obtained her master's degree from ENSBA Paris-Cergy in 2002. Zoulikha is a video and visual artist. In 2003, she directed the video *Dansons*, in which she fuses French and Algerian archetypes by performing a belly dance to the French national anthem. In 2005, she participated in the "Africa Remix" at the Centre Pompidou, and, three years later, she was selected for the Tate Modern's "Paradise Now!" festival, for Essential French Avant-garde Cinema 1890-2008.



La Fornarina



Cities Under Quarantine, 2021



Nudes inside out - Bathers, 2014

Zoulikha Bouabdellah creates works that question icons, dominant representations, motifs, and ornaments by confronting them with geopolitical dynamics and global issues related to conflicts, sexuality or the place of women in society.



Upside - Front side, 2016

This deconstruction of such gaze takes place through a reflection that questions culture and creation, production and industrialization.



Aysha Almoayyed



Aysha Almoayyed was born in Bahrain, and currently lives and works between her hometown and London. She studied marketing before obtaining an MFA in fine arts. Passionate about art, Aysha has participated in numerous exhibitions in London, Bahrain and China. Some of her notable exhibitions include the 45th Annual Bahrain Fine Art Exhibition, where she was the youngest participant to win the Al-Dana Award in 2015, the Wells Art Contemporary, and Shubbak Festival in England. She also won the inter-youth exhibition “A Fictitious Present” at CAA in China, and the Paddle8 Middle Eastern’s February Contemporary Auction.



Whisky and muscles

Inspiration & Artworks

This work refers to the Anastasi papyrus, an ancient Egyptian papyrus containing a satirical text used for training scribes during the Ramesside period. The manuscript reads: "The dyer's hands stink like rotten fish...". This stench was so prevalent that the Talmud specifically granted women the right to divorce any husband who became a dyer after marriage...



The hands of the dyer reek like rotting fish



Introverts



Ismail Zaidy



Ismail Zaidy a young Moroccan of only 25 years old, is already an established photographer. Through his picturesque and airy photographs, Ismail seeks, above all, to depict his feelings, without worrying about technicality. Many of his works are created from the terrace of his family home, which has been transformed into his own studio, Studio “Sa3ada” (meaning the studio of happiness). Visually, Ismail cherishes the intimate atmosphere that can be sensed through the warm colored fabrics, exhilarating landscapes, and the mix of materials he uses. Ismail’s success has led to collaborations with GQ and Vogue Arabia. He is also known for other, more recent works in the NFT sphere.



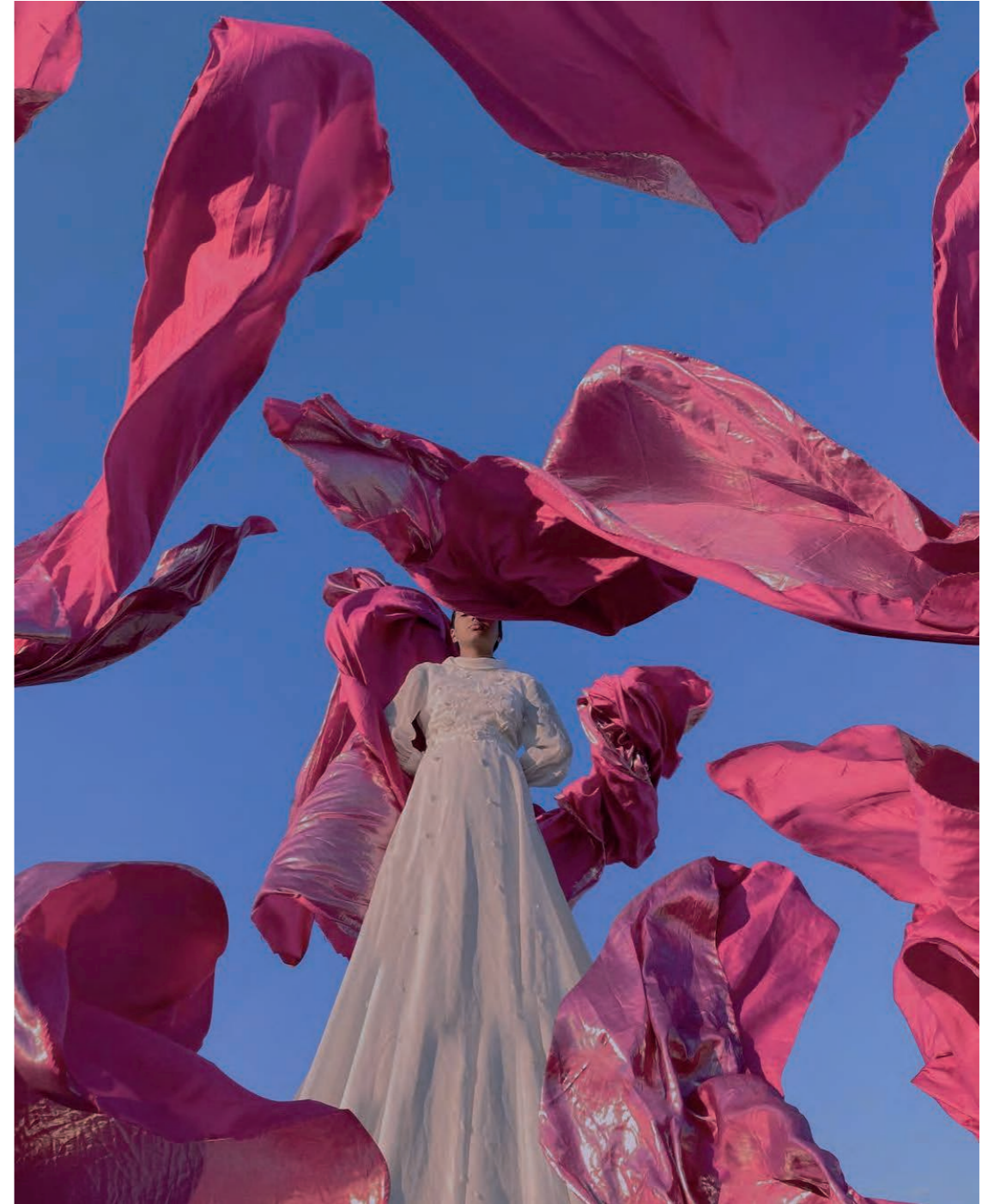
Souls run away

Trapped in a soul? Or is a soul trapped in us?

This photograph is part of my project about the roots and value of family in Arab and Middle Eastern culture and religion. The photograph depicts the struggle of young souls who seek to escape the old rituals in order to build their own history and future
– Ismail Zaidy



I can see your future



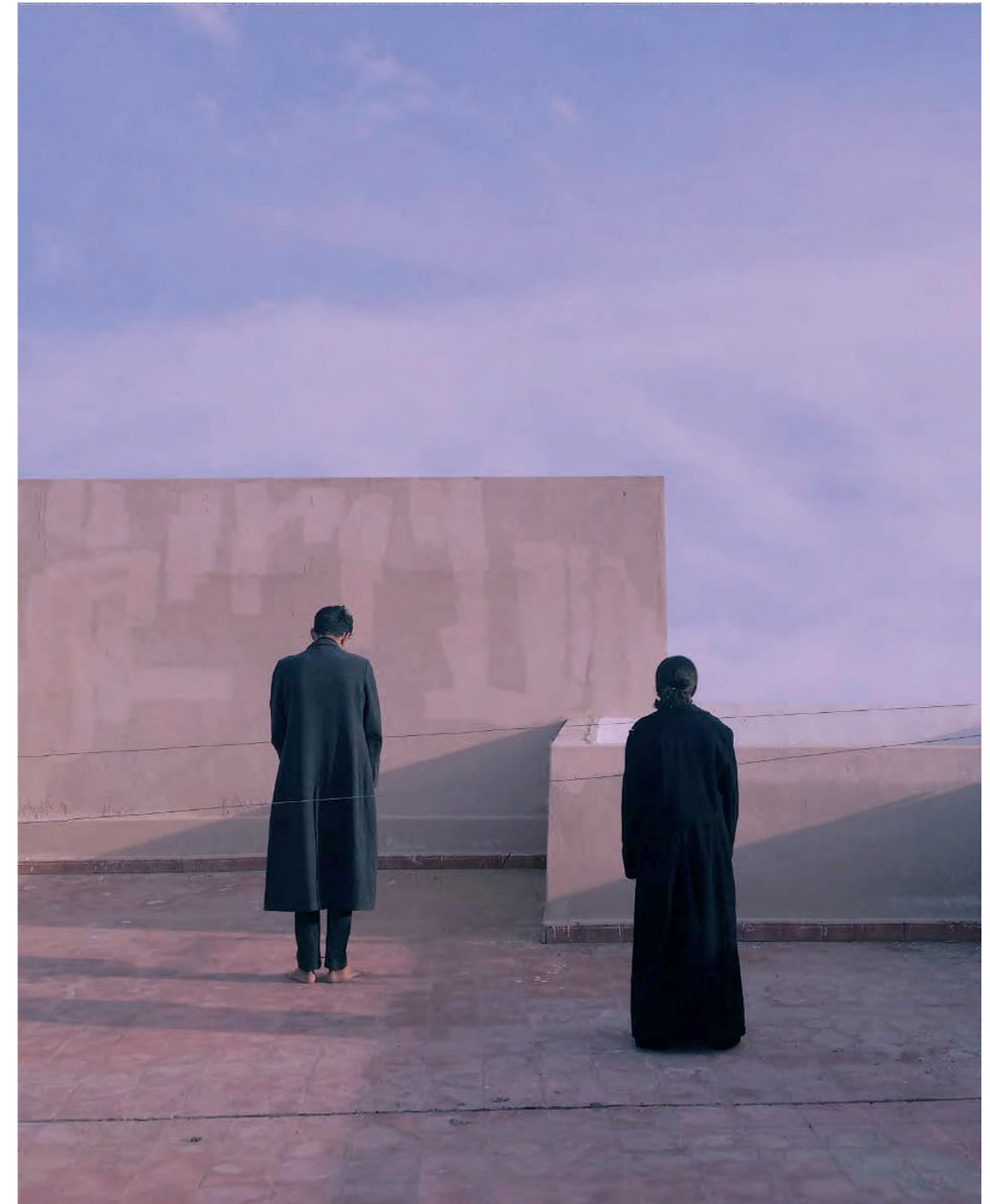
Find your wings



Ordinary desires



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Spiritual Twins - Hanged emotion

"Ismail Zaidy plays brilliantly with space and color. His work is extremely poetic, like a waking dream." Maya-Ines Touam



Inspiration & Artworks

“Bliss” includes digital landscapes in motion, which immerse us in a dreamlike world which feels truer than life. The work is inspired by the fluidity of the creative process. What if this "creative moment", often so short, had no end?



Muhcine Ennou



Muhcine Ennou is a Moroccan artist living in Amsterdam. He sees his native country as a mosaic of identity that is explained by a history marked by incessant struggles between tradition and modernity. Through his work on such specific cultural context, the artist captures an embodied sociological narrative or describes a reaction to a somatic experience of a lived moment. Guided by intuition and emotion, Muhcine is a self-taught artist who has trained in photography, computer graphics, and film. From this wide range of interests, a hybrid practice results in which different media are combined in an interdisciplinary approach. This work process often leads him to cross analog and digital techniques of visual art. In doing so, Muhcine transforms the familiar into an unusual encounter. Despite their originality, all his works express a tenderness mixed with a sense of escape.

Bliss





Habibi

The Sahara becomes the screen on which a globalized imagination is projected, affixing to this space usually perceived as atemporal a visual seal resolutely XXI century. As if, after having dreamed the desert, then having explored it, given meaning to its artifacts, the time of the fantasy had returned, no longer orientalist, but now universalist.

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Saturday



Monday



Monday



Triptych : Monday and Saturday



Amelia Hadouchi



Amelia, whose real name is Amélie Hadouchi, is a Canadian artist of Algerian origin. Amelia was introduced to the art world at a very young age. After her exhibition at Art Basel 2015, and due to her strong presence on social media, the artist can be proud of a number of public figures being amongst collectors of her work. Through her media platforms, several collaborations have emerged with renowned companies such as Volvo, Daniel Wellington, Marc Jacobs and New Balance, among others.

Inspiration & Artworks

Nirvana



Nirvana is a term found in the texts of all major South Asian religions. It refers to the profound peace of mind that is acquired with moksha, liberation from samsara, or release from a state of suffering after respective spiritual practices.



NFT alert portal

A portal to another dimension: A parallel universe is an alternate world with its own dimensions of space and time. As a result, this work of art is completely transformed and becomes another work of art, representing the existence of two worlds at the same time.



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Ascendance

“Ascendance represents culture, heritage & origins. It’s an ode to my African roots. It’s a way of showing honor and respect to the ancestors of this land, to the beautiful traditions and breathtaking landscapes. It’s also a reminder to never forget where we come from, honor and embrace our origins”. Amelia Hadouchi



Rank Sss



Sabrina Guechetouli is an Algerian artist based in Dubai, who specialized in 3D and motion design. She is known as Rank SSS. Sabrina holds a master’s degree in architecture where she specialized in bioclimate. Her passion for space, nature and architecture is expressed in her works marked with blue and green. Endowed with exceptional talent, she combines her passions to create vehemently surreal, colourful and dreamlike worlds that invite to adventure. She says that every experience in life is connected to art and that it defines her artistic direction. But what really shaped her skills and artistic expression was her study of color, perspective, geometry, space and environment in architecture school. Thus, the artist manages to translate her thoughts into real experiences, which resulted in a successful association between her passions. Her creations tend towards being a bewildering juxtaposition of real and virtual boundaries.



Lucid dreams

A lucid dream is one in which the dreamer is aware that he or she is dreaming. Many people feel calm and full of life when they wake up from a lucid dream.



Morpho



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Morpho and Lucid dreams: both are part of the HOME collection, the story of finding our own little corner in the universe, where we feel we truly belong. Home is the place where we feel safe and can be entirely ourselves, where we can be free and vulnerable, where we feel emotional warmth and where we feel surrounded by love and affection. Home is where the heart is: it can be a space anywhere in the world where we feel truly comfortable, and it can be a place where we are surrounded by those we love and call family. It can also simply be a person or arm that makes us feel safe, warm and loved. It doesn't matter if your home is outside, in nature or in an apartment, as long as your heart is there. What do you think of as your home?

Find your inner peace and, from there, spread love in every direction. This work was inspired by space and nature; it is about expressing feelings of love and longing, exploring strange worlds and capturing timeless moments.

Mystic Forest



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Lydia Ourahmane



Lydia Ourahmane's works often begin with large open-ended propositions. Lydia also addresses, through her artistic touch, the political, environmental, and metaphysical conditions in which she operates. Her works are mainly related to a distant desert, where she describes how and why one travels there and what the conditions are of the image that is produced. More precisely, it is about the Tassili n'Ajjer, an almost inaccessible plateau located on the border between Libya and the southeast of Algeria (her native country). Her films, like her sculptures, associate an excessive visuality with speculation on what cannot be seen, but rather dwelling on what is felt or imagined. This feeling is frequently reinforced by a reflective sheen that makes the dark surface of her pieces ambiguous.



Tassili, 2022

Inspiration & Artworks

The day and night images of this lunar landscape and her millennial paintings, shot in 4K, or 'ultra high definition', are striking in their hyper-realism. Restoring the unique experience that Lydia Ourahmane had in this place full of history and spirituality, the film is a hypnotic and even vertiginous wandering in which she invites the viewer to immerse himself by letting himself be guided.





Throwback

Inspiration & Artworks

Lara Zankoul



Lara Zankoul is an interdisciplinary artist based in Lebanon. Her photographic work ranges from capturing everyday human behavior to issues that arise in society. The artist invites the viewer to advance their own understanding and interpretation of the stories behind her works. Her works are distinguished not only by their conceptual identity, but also their timelessness. As a self-taught artist, Lara relies primarily on experimentation and construction to create particular worlds and moments, which she prefers to imagine and fabricate rather than simply document. She has participated in a number of local and international exhibitions, both as a group and on her own.

Into the deep





L'impertinente

Inspired by Terry Gilliam's stop-frame 'Animation of a man eating a fish', made of hand drawn images created in 1970, this is one of the first animations and moving images made. It shows a lady regurgitating a fish. This works celebrate Terry Gilliam's work and the Dada movement in general. "L'impertinente", with her arrogant look and fishy manner, could also be perceived as a reference to the French tradition of the Poisson D'avril.



Breathe



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Just one breath



The I-Land

“In the midst of turmoil and uncertainty, we become lost in our own thoughts, yet it is only in these times, that awareness grows and we become more conscious of our own reality” Lara Zankoul



Address

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