

EXHIBITION

DEBATES

WORKSHOPS



MÉTACULTURE  
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# NET & The Arab World

FONDATION MALEK CHEBEL  
INSTITUT DU MONDE ARABE





# ULTRA CONTEMPORARY ART

Under the scientific direction of



FONDATION MALEK CHEBEL | INSTITUT DU MONDE ARABE  
PARIS

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## An historical event

# 1<sup>st</sup>

Presentation of NFT movement in a French museum.



Major meeting between the Web 3 and the general public.

In partnership with the Arab World Institute, this important 2 days summit will take place on

## Spring 2023

It will include conferences, discovery workshops, an exhibition displayed on digital screens and a prestigious auction of the collection on display, as well as virtual reality experiences, meetings, and talks by the artists. There will be a comprehensive range of ways to surprise and encourage visitors to learn about this innovative art form.



## Statement from the scientific director of the debates

New technological possibilities are accompanied with uses that profoundly transform our ways of representing the world and our socio-economic environments. Metaverse, blockchain, and non-fungible tokens (NFTs) all appear as different fields of experimentation and expression to bring out the symbolism of these new fields, modes of communication and interaction. Digital artists use these technologies in their artistic production, both to question their function and to sublimate their work, amplifying their relationship with the viewer or collector.

From compositions to patterns, from geometry to algebra, mathematics and visual art are intrinsically linked. Cryptography, by becoming an essential element of the support of digital works, with files (jpg, png...) and non-fungible tokens (NFTs), also acting as a source of inspiration for the artist. Artists play with the codes and tools of blockchain technology and culture to renew artistic trends by offering new experiences to the spectator, the patron and the collector. Bitcoin puzzles, which are true mathematical enigmas, are a perfect example of this approach, as they propose that the symbolism of the work can only be experienced once it has been deciphered.

Digital technology is no longer limited to reproducing the world, it has become a completely new matrix of ideas and experiences.

Digital culture invades and revolutionises traditional societal and cultural representations.

Faced with this overarching digital culture, cultural particularisms either resist, disappear, or mutate. It is these mutations and their artistic and symbolic manifestations that Metaculture proposes to study and present through the prism of the Arab world. For two days, the Malek Chebel Foundation's Metaculture project will organise an event at the Institut du monde arabe, bringing together exhibitions by over fifty artists at multidisciplinary and multi-actor conferences. These will be organised under the scientific direction of the UNESCO chair, "Innovation Transmission et Edition Numériques" (ITEN), of the Fondation Maison des Sciences de l'Homme (FMSH) and the Université Paris 8.

Through the prism of art, this event proposes to highlight the technological, societal, economic, and geopolitical issues of our time, the evolutions of our representation of the world and new utopias.

Through the prism of art, this event proposes to highlight the technological, societal, economic and geopolitical issues of our time, the evolution of our representation of the world and the new utopias formed by it.

With this event, Metaculture hopes to contribute to the renewal and the radiation of the Arab world culture in Paris as well as in the metaverse(s).



Mattieu Quiniou

Senior Lecturer in CIS - University of Paris 8 - Paragraphe Laboratory, co-holder of the UNESCO "ITEN" Chair

## GRASP THE ART OF CRYPTOGRAPHY

The virtual space of digital media is gradually reaching into all areas of our lives, including the sensory realm of art. The dematerialisation of art should not imply renouncing place, space, material and structure. In fact, by digital art, we mean art that also occupies electronic space. Furthermore, it involves creation and dissemination, which allow the visual and audio arts to take on new forms. This will enable artists to create and protect their art, in other words, an technological re-evolution. Using blockchain technology, artists can turn their art into a file, which can be monitored at each step of the production-circulation process. This ensures copying and distribution can be controlled. When discussing crypto-art, we frequently hear of disintermediated control of artist's from their work.

Crypto-art, like all art, must have physical and human means to be seen, experienced and shared. Therefore, the need for museums, events, places and symposiums to showcase work and encourage dialogue is apparent. Furthermore, the project aims to ensure that academic and scientific circles understand the emergence of the 'Cryptos' as a watershed in the History of Art.

Despite the rise of new, impressively vibrant artistic trends, digital artwork is struggling to gain a foothold in major museums and institutions. Traditionally, French public authorities have supported and overseen development in the arts and culture. It is, thus, vital to encourage the emergence of future French talent and put Paris at the forefront of this technological revolution by establishing an innovative public-private partnership dedicated to Crypto-art.

## THE ROADMAP

### 2-DAYS SUMMIT

SPRING 2023

### Metaculture side events

APRIL – MAY 2023

Palais de la Culture Malek Chebel, Skikda - Algérie

Le Royal Monceau - Paris

DANAE - Paris

Galerie Véronique Rieffel - Paris

The Sandbox - Paris

### Fundraising Gala

JUNE 2ND, 2022

A project promoting the culture of today & tomorrow



## SCIENTIFIC COUNCIL

Fondation Malek Chebel



**Bariza Khiari**

Former vice-president  
of the Senate



**Jacques Attali**

Economist



**Rachid Benzine**

Philosopher



**Alain Maillard  
de la Morandais**

Priest



**Fadila Mehal**

Elected representative



**Haïm Korsia**

Chief Rabbi of France



**Luc Ferry**

Former minister



**Ghaleb  
Bencheikh**

President of the  
Foundation of Islam  
in France

## CURATORIAL COMMITTEE

Metaculture



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Morrow collective



**Anna Seaman**

Morrow collective



**Véronique  
Rieffel**

Galerie Véronique  
Rieffel



**Claire Harris**

Morrow collective



**Rachel  
Chicheportiche**

Danae



**Benoît Couty**

NFT Factory

EXECUTIVE COUNCIL

EXECUTIVE COUNCIL



Piece of

ATO

Metara

Atlanticus

Art Cast

LEGAL ADVISOR

TECHNICAL  
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COMMUNITY TOKEN

FESTIVITIES

MEDIA

Sydney Chiche-Attali,  
Matthieu Quiniou

Christophe  
Debonneuil

Margaux Bassoli,  
Julien Bross

Stéphane Schweitzer

Marine Coloos,  
Mélodie Shahrvari



Agoria

Wagmi Studio

Moca

Metaculture

FESTIVITIES

WBE 3 FUNDING

PARTNERSHIP

TECHNICAL &  
COMMUNICATION

Sébastien Devaud

Jean-Nicolas Hinard,  
Sophie Merdrignac

Benoît Couty

Eugène Bastellica, Camal  
Denoite, Médina Chebel,  
Laurie Dentz





METACULTURE PATRONS



**The Sandbox**  
The NFT metaverse,  
made by the players



**Danae**  
Where fine art  
meets NFTs



**OnePoint.**  
Beyond the  
obvious



**Samsung**  
Create the future



**World of Women**  
Shedding light on exceptional  
women with ambitious paths  
throughout the world



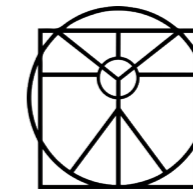
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METACULTURE SPONSORS



**Art Point**  
Digital art promotion



**Obvious**  
French pioneer  
in AI ART



**Tezos**  
Designed to power the  
Web 3 revolution

SIDE EVENTS



Le Royal  
Monceau



Palace of culture  
Malek Chebel, Skikda  
- Algeria



La Maison des  
Artistes

## DEBATS AND WORKSHOPS PROGRAM

To discuss the light and shadow  
of the Web 3

WORLD-RENOWNED INTELLECTUALS

ACADEMIC AND SCIENTIFIC VALUE

POLITICAL AND INSTITUTIONAL  
ONBOARDING

## AUDITORIUM, DEBATES, DAY 1

OPENING SPEECHES: INSTITUT DU MONDE ARABE AND METACULTURE PARTNERS.

SPEAKERS :



Jack Lang



Frédérique Mehdi



Mikail Chebel

10:00 AM | 11:00 AM

Crypto-art is characterized by the multiplicity of trends that compose it: collectibles, pixel art, generative art... One of them, the collections of profile avatars that share common traits, but unique characteristics, marks a turning point in the involvement of NFT holders. NFTs enable the creation of communities. Artists or creators can then unite their collectors around a common project. Moreover, it is possible to integrate NFT holders into a decentralized autonomous organization managed by its members and to submit to a vote certain decisions concerning the life of the work or the use of funds. More generally, with the rise of NFTs, it is power relationships and the empowerment of artists that are being questioned. With the new characteristics of reduced governance, artists question the new limits of digital art and NFTs and reinvent the practices of the contemporary art.

CONTEMPORARY AND DIGITAL CREATION IN THE ARAB WORLD PRESENTED BY METACULTURE CURATORS.

SPEAKERS :



Morrow



Diane Dubray



Suzy Sikorski



Benoit Couty



Kenza Zouari

11:00 AM | 12:00 PM

Beauty, subtlety and refinement in Arab expression have long been the ideal of a society that was equally fervent in its quest for earthly and heavenly fulfillment. The access to the truth through mathematical perfection and geometry is undoubtedly one of the most salient characteristics of Arab art. Technology has deeply influenced its way of thinking and consequently its artistic expressions. After having given the world great artists and painters, Arab countries are adapting to new artistic and technological challenges. Digital art is spreading, diversifying and multiplying in the museums and galleries of the Arab cosmos. This unprecedented rise will be the subject of discussion at the conference: Digital Art in the Arab countries.

AUDITORIUM, DEBATES, DAY 1

DON'T USE, CREATE! THE POSSIBILITIES THAT NFTS OFFER TO ARTISTS.

SPEAKERS :



Antinea Garnier



Margaux Bassoli

12:00 PM | 01:00 PM

The most revolutionary attribute of NFT technology is the link that is created between the artist and their creation. The artist can track which portfolio their works are in and therefore which collectors own their productions. These collectors form a community that surrounds and accompanies the artist. The latter can cherish their community by offering them new works. It is this disintermediated link between the artist and his public, which makes them take the role of either a producer or a patron. Moreover, the artist can program the NFT to receive a commission on each resale, thus gaining access to the financial bonus generated by the second market. What will become of galleries and museums? Does this paradigm shift impact the creative process?

ARE NFTS ANTI-ENVIRONMENTAL?

SPEAKERS :



Bilal El Alamy



Yacine Ait Kaci



Hadrien Zerah

02:00 PM | 03:00 PM

Although virtual, crypto-currencies create effective environmental hazards. The computers used to mine cryptocurrency consume large amounts of electricity all the time. As its popularity increases, the unreasonable use of energy is likely to become a threat to the planet. Many researchers believe that this is a device that could damage our ecological system. We are talking about a carbon footprint capable of endangering the environment. Until now, few studies have been done on this issue, which is why we want to discuss the subject without any ambiguity. Are NFTs anti-environmental? What measures should be taken to reduce possible environmental risks?

AUDITORIUM, DEBATES, DAY 1

DIGITAL COLLECTIVES, COMMUNITIES OF COOPERATION: WHAT IS THE BENEFIT OF THESE PRIVATE CLUBS?

SPEAKERS :



World Of Woman



Yam Karkai



Cynthia Hass



Everai-Screenshot Labs



Mehdi Aouichaoui



Briyan Cessac

03:00 PM | 04:00 PM

You've surely noticed the monkeys or the pixel punks ? Picture For Proof (PFP), a concept that irrigates the collective imagination of the networkosphere. The idea that NFTs represent digital avatars was inspired by the CryptoPunks project in 2017. The connection between NFTs and social network PFPs was reinforced when Twitter proposed using them to certify users' accounts (a special hexagonal border attests of their authenticity). Several other social networking giants are working on integrating the PFP project into their feature repertoires. This technology has recently become a lucrative market where large amounts of crypto-currencies are being invested. What is behind these PFPs? Will they be a regulator of the crypto market?

DRIVING A GROUP WITHOUT A LEADER, HOW DO DAOS "DECENTRALIZED AUTONOMOUS ORGANIZATIONS" RETHINK POWER RELATIONSHIPS WITHIN A COLLECTIVE?

SPEAKERS :



Linda Dounia



Abdoulay Barry

04:00 PM | 05:00 PM

DAO, Acronym for Decentralized Autonomous Organization. The DAO is an organization that operates through a set of smart contracts that are computer protocols providing transparent and immutable governance rules to the community. It is a system that demonstrates the culmination of technological progress in its ability to assist in decision making. A DAO can allow its contributors to be remunerated, either in crypto currency (ETH, BTC, DAI) or in shares of the DAO in proportion to the value of each member's contribution. Deployed through blockchain, the DAO proposed to transform hierarchical power relationships into horizontal, collaborative and participatory human organizations.



AUDITORIUM, DEBATES, DAY 1

THE WEB 3 ON THE TEST OF PHILOSOPHY. FROM A SYMBOLIC REVOLUTION TO A POTENTIAL REVOLUTION?

SPEAKERS :



Michel Onfray

05:00 PM | 06:00 PM

In 1998, in a lecture at the Collège de France, Pierre Bourdieu considered Édouard Manet's "Déjeuner sur l'herbe" (1832-1883) as an attack, a symbolic revolution, which provides an alternative perspective on the structures and power relations of a society. Bourdieu saw Monet's painting as a revolutionary act, one that challenged the dynamics of domination between different classes in society. In turn, Michel Onfray's views on blockchain, cyberpunks, or NFTs add new elements to this reflection, providing a modern example of how power shifts and changes over time. Although Bourdieu and Onfray's views differ greatly in approach and scope, they both share the underlying belief that power is a fluid concept and must be actively addressed if we are to be able to understand it.

WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 1

NFT YOUTH WORKSHOP: INITIATION TO DIGITAL CREATION ON SAMSUNG TABLETS (RESERVED TO CHILDREN UNDER 13 YEARS OLD, ON REGISTRATION).

SPEAKERS :

**SAMSUNG**



Abdoulay Barry



Felix

10:00 AM | 11:00 AM

Introducing children to new technologies is a way to invest in their dexterity and their ability to adapt to a constantly changing world. Metaculture, with the support of Samsung and the long-standing experience of artists Abdoulay Barry and Felix, proposes a workshop of initiation to technologies on Samsung tablet for children. This workshop will allow them to make their first NFTs (non-fungible tokens) while parents discover the exhibition. This workshop is a unique opportunity for children and parents to discover the exciting world of digital technologies and to learn about the ever-changing world of NFTs and Metaverse.

WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 1

MY WEB 3 INNOVATION IN 180 SECONDS AND Q&A WITH THE METACULTURE AUDIENCE.

SPEAKERS :



11:00 AM | 12:00 PM

The "My business in 180 seconds" workshop is a session that allows Web 3 professionals to present their work to a lay audience in just three minutes. In partnership with the NFT Factory, 10 professionals will present the innovations brought by their entrepreneurial adventure in the Web 3 domain. This workshop will be an opportunity for the professionals to present their work in a concise and accessible way, and for the public to discover the latest trends and innovations brought by the French entrepreneurial fabric in the Web 3 domain.

CREATING WITH ARTIFICIAL INTELLIGENCE (AI). HOW TO START, WHAT ARE THE TOOLS?

SPEAKERS :



Obvious



Charles Ethinson (Charlesai.eth)

12:00 PM | 01:00 PM

Artificial intelligence (AI) is an essential tool that is present on all intelligent media, which has particularly appeared in the field of digital creation. What is AI? To what extent do we interact with it in our daily lives? What are the challenges and opportunities associated with this revolution? How can we create with AI and what are the steps to follow to get there? This workshop will try to provide the necessary answers to these questions. First, participants will learn more about what AI really means. They will identify the changes that AI brings to our society. They will learn how to get started in creating with AI, how an AI project works, the most used disciplines (Machine Learning, Deep Learning) and will give them the tools to develop their creativity skills with algorithms.

WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 1

BUY, SELL AND MAYBE CREATE AN NFT.

SPEAKERS :



02:00 PM | 03:00 PM

This workshop is intended for people who want to learn more about the world of NFTs (non-fungible tokens). It aims to answer the many questions raised by this universe, such as: how to create, sell or buy NFTs? All these operations are rigorously codified by new technologies and carefully managed by the blockchain. The objective is to allow participants to understand and master these tools in order to navigate efficiently and securely in the world of NFTs. Thanks to the intervention of DANAEO, one of the leaders in this field in France, participants will learn how to create, sell and buy NFTs, while understanding how these operations are codified. This workshop is a unique opportunity to get acquainted with this constantly evolving universe and to understand the challenges and opportunities it offers.

PROTECTING AND BEQUEATHING YOUR DIGITAL HERITAGE IN A DECENTRALIZED WORLD?

SPEAKERS :



03:00 PM | 04:00 PM

Preserving and protecting one's digital heritage in a decentralized world is an increasingly important issue for artists and art world professionals. The artist wishes to safeguard his work and his artistic property, especially in the digital field. Once created, the digital heritage needs to be secured, sometimes bequeathed. What are the technological means available today? This workshop will give the tools and knowledge necessary to set up a protection strategy adapted to the needs of artists and their situation. It will allow them to think about how to bequeath their digital heritage in a secure and efficient way. The workshop will be led by experts from Ledger, Piece Of and Ternoa, three companies specialized in the protection and management of digital assets.

WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 1

STATE OF THE FRENCH DIGITAL CREATION: Q&A WITH SPECIALISTS OF THE CRYPTOGRAPHIC ART.

SPEAKERS :



04:00 PM | 05:00 PM

Digital technology is no longer content to ensure artistic creation, it is now an essential medium for the dissemination of works. Within this unprecedented momentum of digital art in the world, France occupies a key position. French digital artists, following in the footsteps of their predecessors, are pursuing the creative missions of their time and continue to dazzle and explore all possibilities. They will present their experiences and their vision of digital art in France, and share their knowledge and expertise with the participants. This workshop will be an opportunity to discover the current state of digital creation in France and to reflect on the challenges and opportunities it represents for artists and art professionals.

TAKING FIRST STEPS INTO THE METAVERSE.

SPEAKERS :



05:00 PM | 06:00 PM

The term is often used to refer to a version of the Internet, where virtual spaces are shared by users via 3D interactions. Metavers, how to use it? With what tools? This workshop aims to help participants understand and use the metaverse, a 3D virtual universe where users can share spaces and interact with each other. The metaverse is an ever-evolving field and can be difficult to grasp for those new to it. This workshop will give them the means to take their first steps in the metaverse and to understand and experiment the different possibilities offered by these new virtual reality worlds.

AUDITORIUM, DEBATES, DAY 2

WHAT IS BITCOIN AND WHAT IS ITS USE FOR THE GENERAL PUBLIC?

SPEAKERS :



Valentin Demé



Claire Balva



Hasheur

10:00 AM | 11:00 AM

Cryptocurrencies are decentralized digital currencies based on blockchain technology. Unlike the U.S. dollar or the euro, there is no central authority that controls and maintains their value. Over the past three years, the totally unexpected scale of this revolution has continued to generate much debate. While there are over 19,000 different cryptocurrencies in circulation, the most popular remains Bitcoin. What makes Bitcoin different from other cryptocurrencies? What explains its success around the world? Does transactional transparency provide reassurance to various stakeholders, especially in the charitable and refugee aid community? What are the initiatives to reduce the social cost of carbon?

MONETARY SOVEREIGNTY: HOW BITCOIN IS RESHUFFLING THE GEOPOLITICAL DECK?

SPEAKERS :



Richard Détente



Alexandre Stachtchenko



Thomas Piketty

11:00 AM | 12:00 PM

In 2008, Bitcoin was born. Satoshi Nakamoto created a computer protocol intended to allow the exchange of value without a trusted third party, secure and without any controlling authority. Driven by a libertarian philosophy, the creator(s) wanted to offer an alternative solution to the use of banks and fiat currencies. Nearly 15 years after the publication of the first transaction block, several states recognize Bitcoin as a legal tender. The adoption of Bitcoin as an official currency marks its shift from the category of crypto-assets to the status of "currency. Geopolitics, economics, energy resources, the environment - the issues raised by this development are numerous. Who and where are the miners who create the new Bitcoins being put into circulation? What is the weight of access to energy resources? What are the economic strategies for states that decide to adopt Bitcoin as a legal tender?

AUDITORIUM, DEBATES, DAY 2

Trying to understand crypto-currencies without asking questions of their context would be a challenge. The Bitcoin revolution has led some central banks and financial institutions to study the economic and geopolitical consequences of the widespread use of digital currencies. Between supporters and opponents of Bitcoin's adoption as an official currency, state economic policies evoke the term "sovereignty," often accompanied by "geopolitics." How can Bitcoin redistribute the world's geopolitical maps?

DECENTRALIZATION: THE FUTURE OF THE GLOBAL ECONOMY?

SPEAKERS :



Jacques Attali

12:00 PM | 01:00 PM

Some aspects of the international monetary system have radically transformed in record time to compensate for economic and financial failures. Transactions have evolved with technological advancement, which has been able to ensure a qualitative leap, especially in cryptocurrencies. Transactions are not stored on a central computer (a server), but recorded and updated on a network of computers in P2P, without the intervention of a central authority. This decentralization, both in the exchange of information and in the storage of information and the network, makes this technology one of the most secure available. The decentralization of the relationship to monetary systems marks an important point in the future of the global economy.

WHAT ARE THE THERAPEUTIC USES OF VIRTUAL REALITY?

SPEAKERS :



Stéphane Bouchard



Anaïck Perrochon

02:00 PM | 03:00 PM

Many studies are interested in the therapeutic uses of virtual reality, whether to better train practitioners, develop more effective rehabilitation therapies or improve the management of psychological disorders. How will virtual reality change the teaching and practice of medicine? What will be at stake? What applications can we imagine? Virtual reality allows for completely new sensory experiences. These are no longer video games, but immersive techniques that mobilize the emotional and sensory capacities of the human being, all concentrated in the brain. The interactions are numerous, sometimes simultaneous and complex. How does the brain react to virtual reality?

AUDITORIUM, DEBATES, DAY 2

**METAVERS, A NEW TOOL FOR TRANSMISSION AND PEDAGOGY. WHAT ARE THE CONCRETE APPLICATIONS?**

**SPEAKERS :**



Anatole Lécuyer



Alain Milon

03:00 PM | 04:00 PM

Virtual worlds accompany the rise of NFTs by extending the immersion in the digital experience. The synergies between virtual worlds and cryptos are numerous, and their development is taking place in parallel and correlatively. Virtual worlds are the renewed expression of the way to present oneself in a virtual way (avatars, clothing, etc.), to create and to interact. These new worlds arouse fantasies, hopes and mistrust. They crystallize fears of seeing the human being annihilated by the machine, and fuel projections where virtual worlds are intended to replace reality. In addition to the uses of entertainment and social interaction, virtual reality is used as a promising object of study for therapeutic purposes. Creation, emotions, religion, it is appropriate to question the place that central themes of our societies can take in this new space. Whatever the uses or the subjects addressed, ethics plays an important role in order to analyze the contours of virtuous, respectful and inclusive the Metaverse.

Metaverses are immersive digital spaces that already have numerous applications in teaching and learning, from virtual museums that transport children around the world to interactive experiences with 3D models of human anatomy, educators will be able to rely on metaverses in the future as an auxiliary pedagogical tool for transmission. The goal of this conference is not to simply describe what is currently happening in the field of metaverse, but to look to the future by further exploring how metavers can be applied and enhanced in a variety of educational domains, especially as they relate to the teaching practices of our future generations.

AUDITORIUM, DEBATES, DAY 2

**HOW TO LIVE DIFFERENTLY SPORTS AND CULTURAL EVENTS THANKS TO IMMERSIVE EXPERIENCES?**

**SPEAKERS :**



Sophie Balcon Fourmaux

04:00 PM | 05:00 PM

Living a game from the edge of the field, being on stage during a performance, the world of culture and entertainment is opening up more and more to immersive technologies, vectors of new experiences, generating new challenges and sometimes resistance. In her work, Sophie Balcon Fourmaux is interested in virtual experiences: the relationships that one weaves with others through immersive technologies. Presence, embodiment and emotions are essential components of a successful virtual experience. During this conference, Sophie Balcon Fourmaux will explain what type of experience virtual reality can offer to visitors, what is the benefit for visitors, what is the basis for the success of these experiences and their anchoring, how to best integrate these devices into the tour?

**WHAT EXPERIENCES CAN WE HAVE IN A METAVVERSE? HOW CAN YOU CREATE YOUR ENVIRONMENT?**

**SPEAKERS :**



Sébastien Borget

05:00 PM | 06:00 PM

Sebastien Borget, CEO of The Sandbox, will present how metavers can be used to create new online experiences for learning and collaboration. He will discuss the challenges and opportunities of using the metaverse in different fields, such as education, entertainment and business. The development of these new technologies is also an opportunity for France to become a leading player in the field of metavers and immersive technology in general. Indeed, with a strong ecosystem of innovative start-ups and a strong commitment to research and innovation, France is well positioned to carry out major technological projects in this booming field.



WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 2

**SECOND NFTS YOUTH WORKSHOP: INTRODUCTION TO DIGITAL CREATION ON SAMSUNG TABLETS (RESERVED FOR YOUNG PEOPLE, ON REGISTRATION).**

**SPEAKERS :**



10:00 AM | 11:00 AM

Introducing children to new technologies is a way to invest in their dexterity and their ability to adapt to a constantly changing world. Métaculture, with the support of Samsung and the long-standing experience of the artists Lapin Mignon and CryptoClay, proposes a workshop of initiation to technologies on Samsung tablet for children. This workshop will allow them to make their first NFTs (non-fungible tokens) while parents discover the exhibition. This workshop is a unique opportunity for children and parents to discover the exciting world of digital technologies and to learn about the ever-changing world of NFTs and metavers.to analyze the contours of virtuous, respectful and inclusive the Metave

**DIGITAL ART: WHAT ARE THE MAIN TRENDS? WHAT ARE THE TOOLS AND HOW TO USE THEM?**

11:00 AM | 12:00 PM



Come and discover the premises of digital art as well as the evolution of this market in the era of NFTs. We will talk about the different artistic trends that have seized new technologies to create new expressions to answer all the questions you may have about 3D or generative art! We will decipher together the opportunities offered by NFT technology for artists, collectors and living spaces, and discuss its democratization among the general public as well as the democratization of access to art in the broad sense. Come with your creative ideas!

**WHAT IS A MUSICAL NFT? DISCOVER, COLLECT AND SHARE.**

**SPEAKERS :**



12:00 PM | 01:00 PM

On streaming platforms, 90% of artists earn less than \$100 per year. At a time when streaming dominates the music industry, to the great displeasure of small artists, French startups offer to sell their works in the form of NFTs, property certificates registered on a computer network.

WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 2

A support still little used, but which could allow them to be better paid. A large number of musicians and singers manage to sell their music in the form of NFTs. The crisis of the record led to this new way of marketing the musical product. Several platforms ensure these marketing operations, like Atlanticus Music and Pianity. This workshop will allow the public to discover a new way to participate in the development of an emerging artist by investing in his first album or to be part of the community of your favorite artist. Artists will also be able to learn more about this way to make a better living from their art.

**MOVIES, EDITING AND NFTS: BECOME A PARTNER OF YOUR FAVORITE STORIES.**

**SPEAKERS :**



02:00 PM | 03:00 PM

The introduction of NFTs into the film industry has been a major game changer for producers and moviegoers alike. Some film productions are now entirely financed by NFTs, a novelty that has not only surprised but also excited film professionals. To better understand how this works, this workshop is organized around French specialists in this use case to exchange and inform producers and moviegoers about the benefits of using NFTs. In addition, these workshops also focus on how to use NFTs to increase revenue and create an even more rewarding movie experience. Overall, NFTs are proving to be a revolutionary tool in the film industry and, with the right guidance, can help improve film production and provide a new revenue stream for all parties involved.

**MEET THE DIGITAL ARTISTS OF THE ARAB WORLD.**

03:00 AM | 04:00 PM

The Arab world is making waves on the international art scene with its creative and modern digital artists and NFT makers. The growing number of events and exhibitions presenting digital art in the Arabian Peninsula region and beyond is proof of this. The objective of this workshop is to create a moment of exchange and discovery that will allow these digital artists to make themselves known and to get in touch with other creators sharing the same artistic practices and research. This will allow to promote the exchange and meeting with the public of the Arab World Institute. In addition, it will help stimulate creativity, promote the production of more innovative digital art and content in the Arab world.

WORKSHOPS, SALLE DU HAUT CONSEIL, DAY 2

WEB 3 AND ANTI-CONFORMISM: MEET AND EXCHANGE WITH THE ARTISTS.

SPEAKERS :



Raverse



Agoria



Etienne De Crécy

04:00 PM | 05:00 PM

Both the development of electronic music and the cryptographic space embody non-conformism, decentralization, privacy and unrestricted freedom. Electronic music began as an alternative form of expression that was unhindered by traditional norms and rules. The crypto space has been very similar in its approach and remains an excellent platform to discuss the challenges of centralization where non-conformists exchange, thrive and express themselves. These two worlds are very close to each other and the porosities are great as shown by its actors who do not refrain from exploring creative practices in both spaces. Agoria and Étienne de Crécy are two DJs who have accompanied the development of these spaces of freedom and of this innovative and free atmosphere that characterizes the contemporary cryptographic community.

EXPERIMENT AND CREATE IN THE METAVERSE.

SPEAKERS :



Nabiya

05:00 PM | 06:00 PM

This workshop will offer participants the opportunity to discover how metavers can be used as an innovative tool to rethink traditional practices in urban planning and architecture. Facilitated by the specialized firm Nabiya, this workshop will allow participants to learn from Nabiya's expertise and experience in this field and to ask questions to learn more about the challenges and opportunities related to the use of metaverse in architecture. This workshop will be an ideal opportunity for participants to discover how the metaverse can allow anyone to create their environment within a virtual reality space.

HIGH-CURATED EXHIBITION

A MAJOR CONVENTION FOR NFT'S FIRST EXHIBITION IN A FRENCH MUSEUM

FOUR DIFFERENTLY THEMED EXHIBITIONS

MORE THAN 50 ARTISTS FROM THE ARAB WORLD

EXHIBITED WITHIN A REPUTABLE FRENCH MUSEUM

# High-curated Exhibition

NFT  
&  
THE ARAB WORLD

## Four major guidelines

The exhibition will be dedicated to contemporary art from the Arab region, understood as a geographical space that includes many different cultures and populations. The Arab world includes: Morocco, Algeria, Tunisia, Libya, Egypt, Lebanon, Syria, Iraq, Jordan, Saudi Arabia, Yemen, Oman, United Arab Emirates, Qatar, Bahrain, Kuwait, Sudan, Palestine, Comoros, Somalia, Mauritania, Sudan and Djibouti.

Curation will be provided by a small number of carefully selected curators. These curators have been nominated due to their artistic vision and their in-depth knowledge of the direction of our research and the technological means characteristic of digital art.

Four major themes have guided the selection of works:

Refinement  
Love  
Imaginary  
Light



# Refinement

Not well known, the innovations of Arab civilization in the field of art are, nevertheless, one of the most beautiful illustrations of a culture with a strong personality. Indeed, very early on, artistic excellence in Arab lands constituted the ideal of a privileged social group whose originality and talent would have a lasting impact on the court society in Baghdad during its influence, in Cordoba, in the Maghreb or in Egypt.

This brilliant society indulged, with equal satisfaction, in fine literature, morality, sports, games, gastronomy, idleness and joyful friendship, and did not disdain wine or other forbidden pleasures.

However, after having been the mirror of elegance and an emblem of good taste, where an idle, carefree and wealthy society was promoted, this exquisite art will become an empty shell, mannerist and affected. Arab artists have always been faithful to this culture, characterized by a set of attitudes that denote an abundance of subtlety, savoir-vivre and finesse in its followers. This exhibition will be conceived as an exploration of refinement in the Arab world.

**"The most fruitful of all the arts is  
the art of living well" Cicero**

# Love

**«Arabs have ninety-nine names  
for Allah, the one God, and one  
hundred to describe love»**

Malek Chebel

To evoke love, the Arabs use images that suggest burning, thirst for the beloved, raving, and, often, decay. Islam has made love a physical feeling by assigning it to erotic content and a vocation of fertility and pleasure; it has humanized it. Although nowadays it is fairly unknown, except for its feats of arms, due to its expansion and architecture, the Islamic civilization remains one of the most fertile in terms of aesthetics and love.

With respect to love, Cicero obviously includes desire, because man cannot renounce desire, due to the risk of losing the meaning of life. The desire is situated in a complex domain composed of nature and culture, but also of an unfathomable part of freedom. Therefore, love is the fulfillment of oneself through the other. To speak of desire is to speak of the other. To speak about oneself through the other is only the beginning of a socialization, the establishment of a link, the representation of oneself given in sharing.



From love, we are born.  
According to love, we are made.  
It is to love that we tend.  
To love, we devote ourselves.

Ibn 'Arabi, Treatise on Love.



# Imaginary

Beyond their individual character, the great examples of Arab-Muslim imaginations are more than mediations or reminders. They have their own anthropological identity. The paths that lead to the imaginary are multiple, and fit so perfectly into the intertwining passage of life that it is useless to draw up a list of them, even a summary one.

In short, the imaginary is one of the prerequisites for any research on the founding characteristics of the Arab-Muslim civilization, apprehended through the triple subconscious "Arab, Berber and Muslim".

To explore the imaginary is to penetrate deep into the soul of millions of Arabs around the world, their way of life and their founding myths, their languages, their music, their taste for storytelling and orality, their folklore, their mysticism and, of course, their belief in a secure afterlife compared to a daily life described as "difficult and deceptive".

# Light

Light upon light, Nur 'ala Nur, is a Qur'anic expression that the Prophet is said to have explained from the emanation of bestowal, faydh, explaining that "God created the world in darkness, then poured out his light upon it".

Across its various meanings, light is a key concept in Islamic philosophy.

However, it is necessarily more positive than darkness, as light is embedded in a network of meanings that are more metaphorical than real. It is precisely the passage from the metaphorical to the real, from light to action, from the static to the moving, that symbolizes the problematic nature of the evolution of contemporary artistic practice in the Arab world and that interests us here today.

# 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.

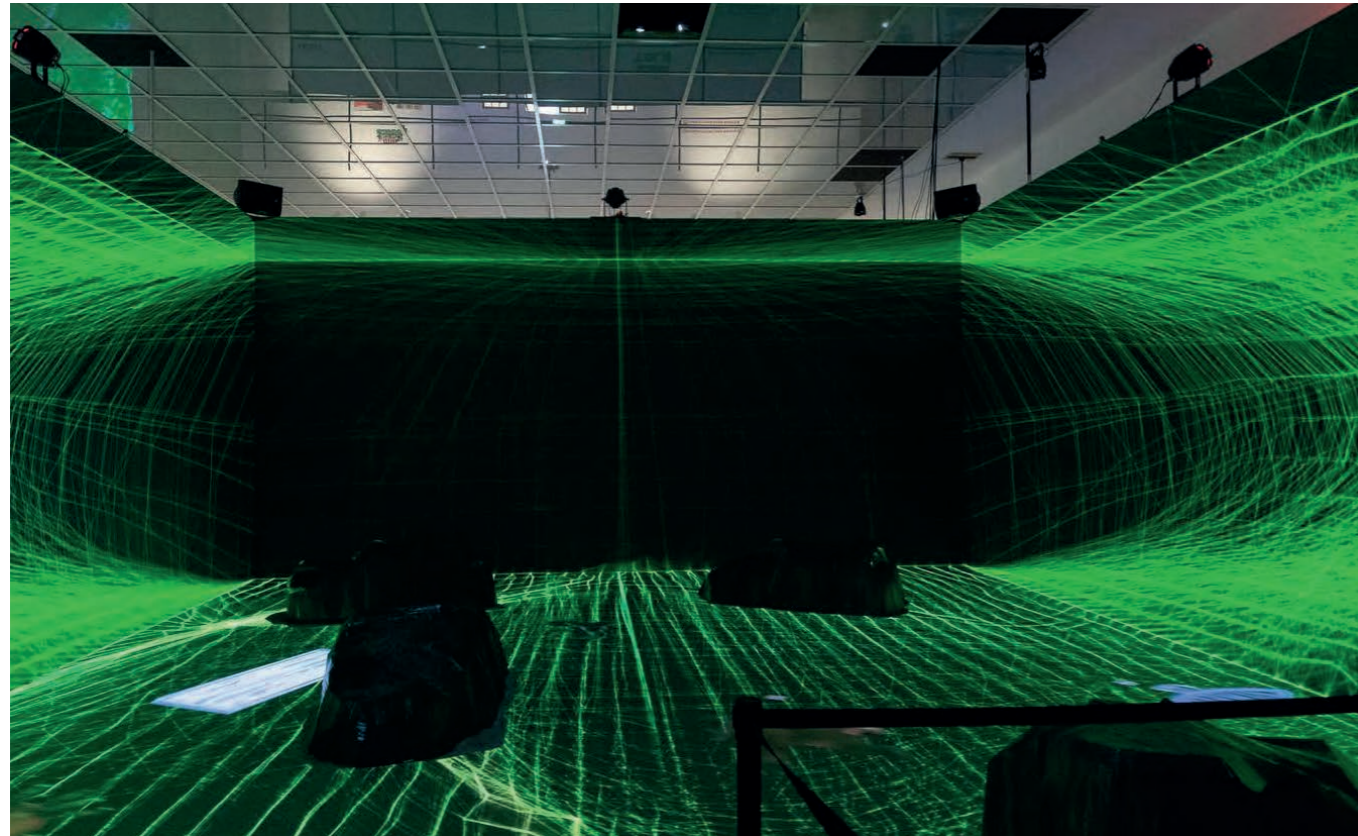


Cheat Island

Scan the QR code to discover the artworks



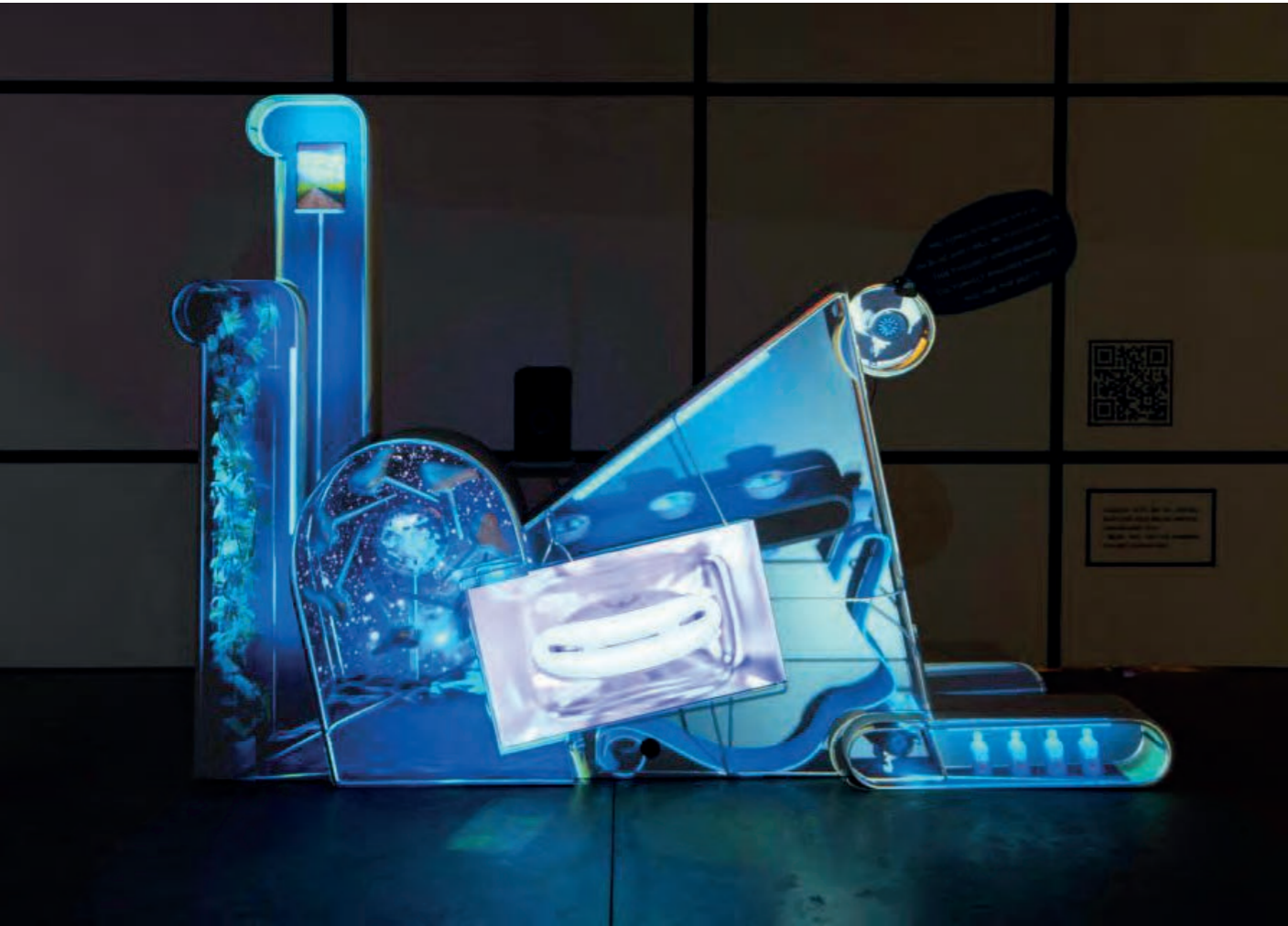




Pandemic Pandemonium (Beloufa & EBB)







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.

Scan the QR code to discover the artworks





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.

Scan the QR code to discover the artworks



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 21<sup>st</sup> century.



# Neil Beloufa



Scan the QR code to discover the artworks



## 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”

Scan the QR code to discover the artworks



## 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."

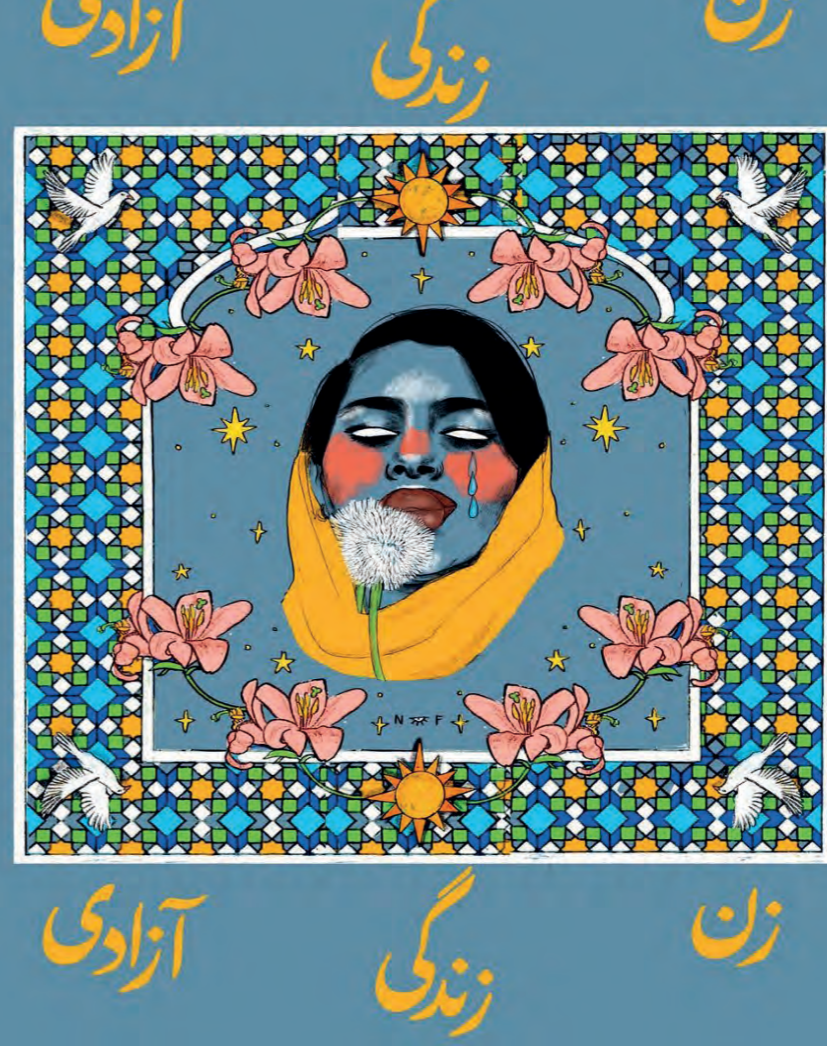




## Nouri Flayhan



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



Scan the QR code to discover the artworks





## 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.







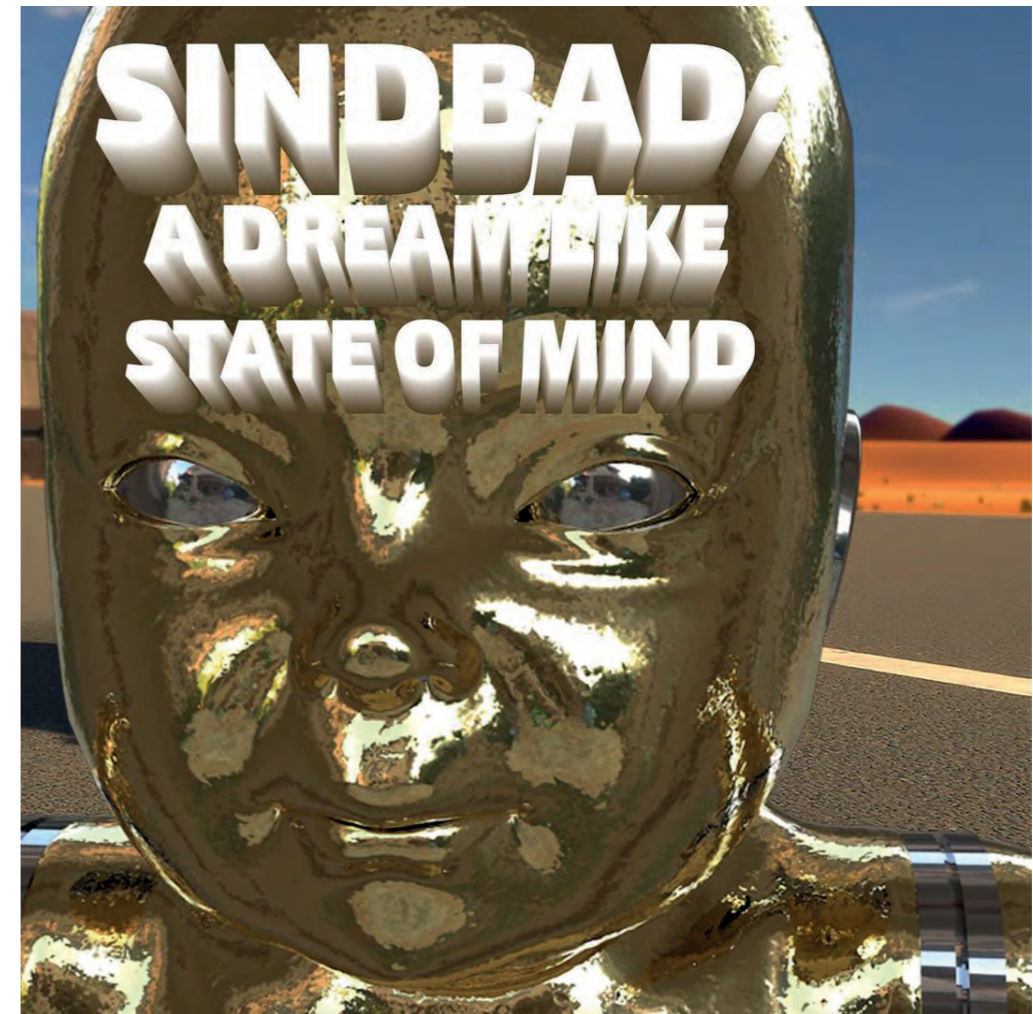
## Ahaad Alamoud



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



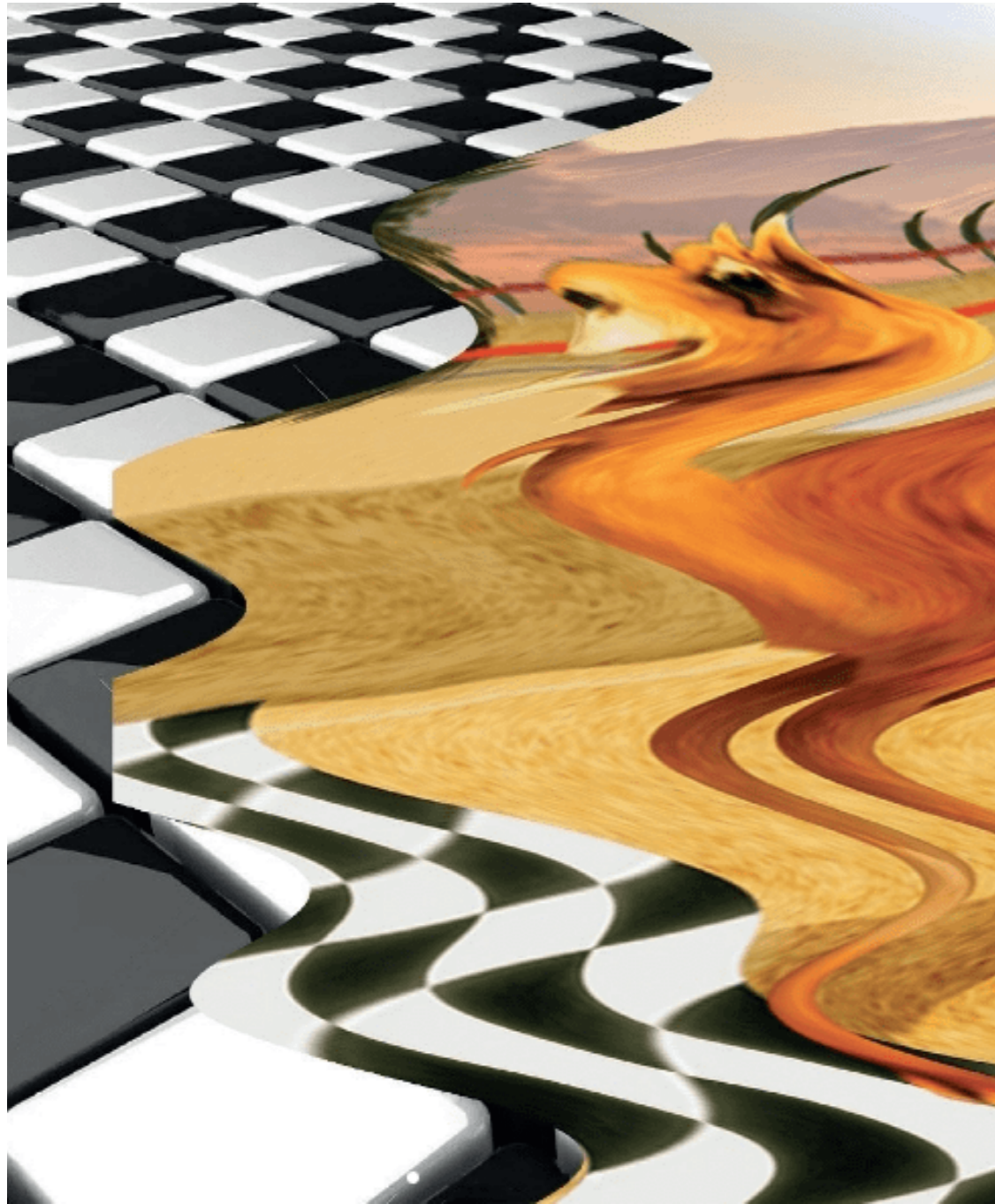
You are worth gold - انت جولد



Scan the QR code to discover the artworks

Inspiration & Artworks





Landscapes in flux

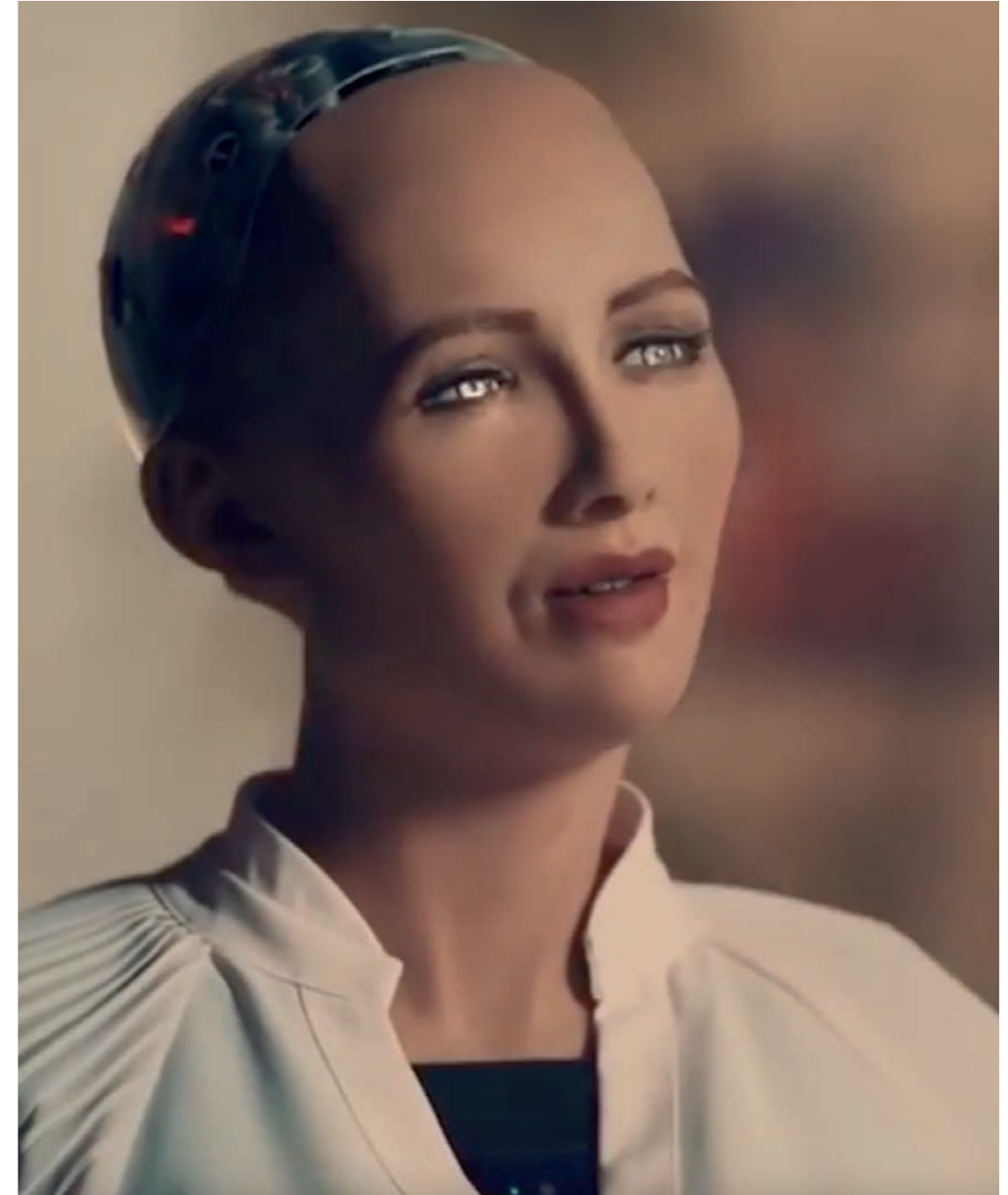


Came across a picture





Self - Portrait as a Pomegranate



NIUN is here







Engulfed I



D. Va I

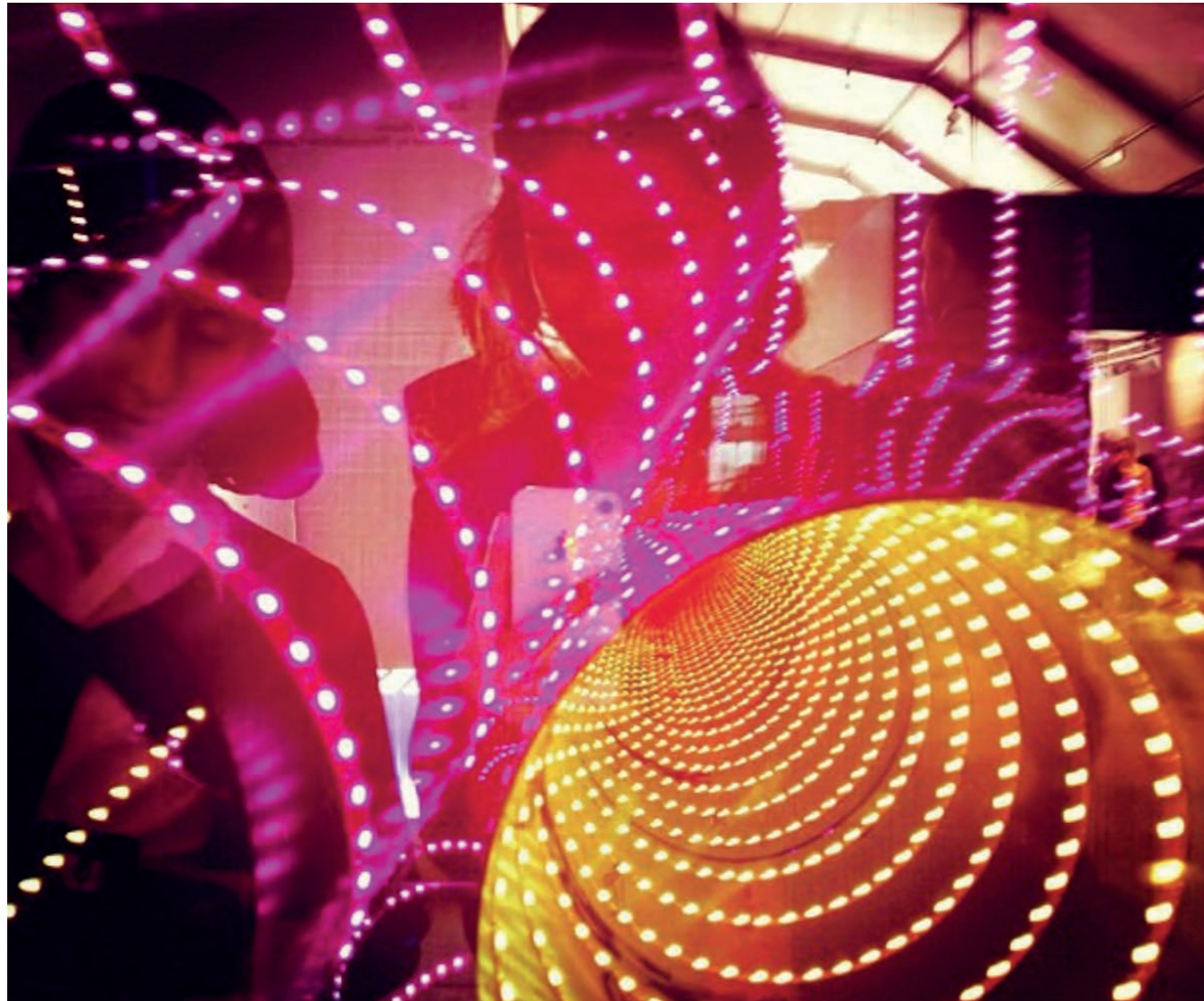


Engulfed II



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



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.



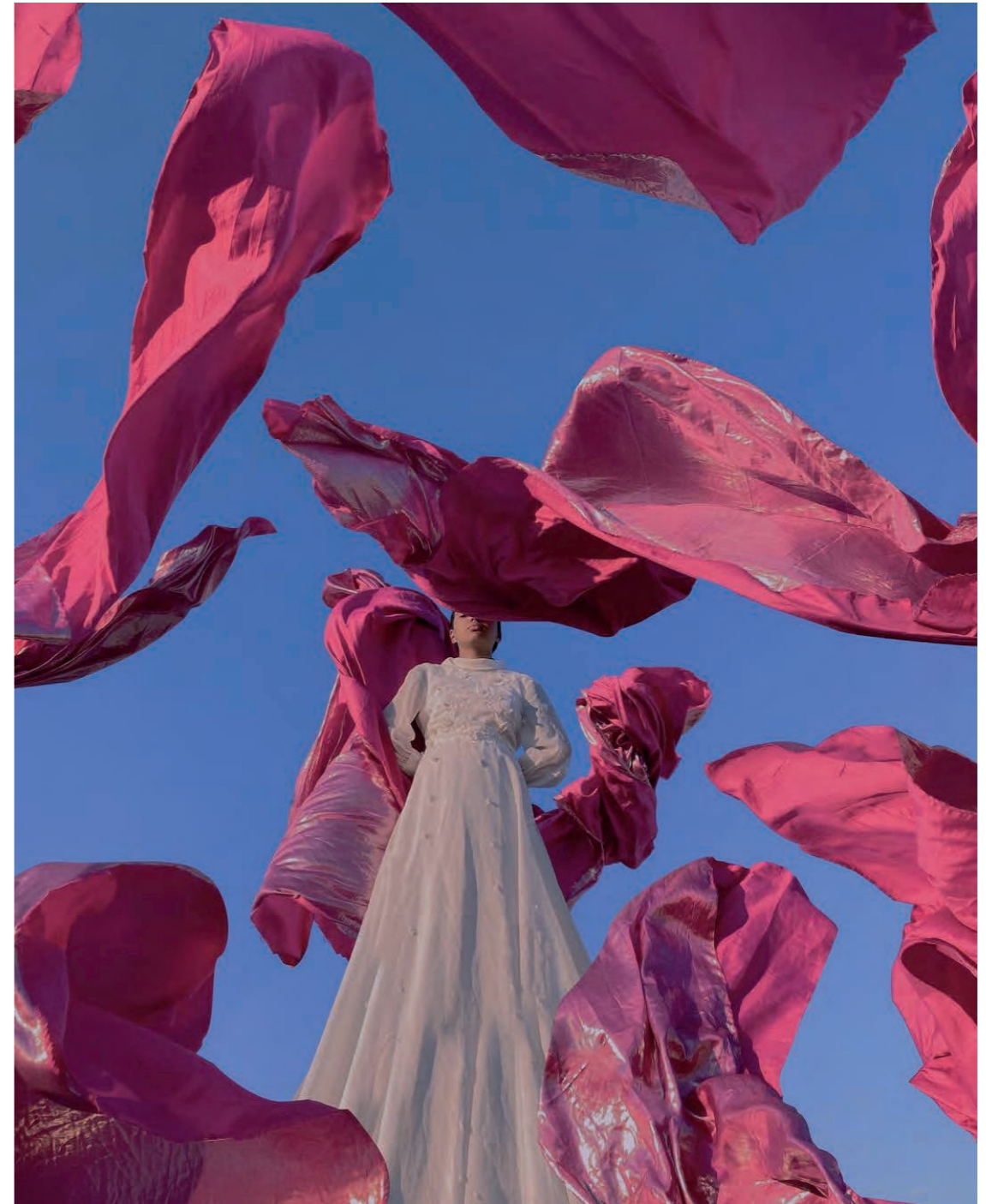
Souls run away

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

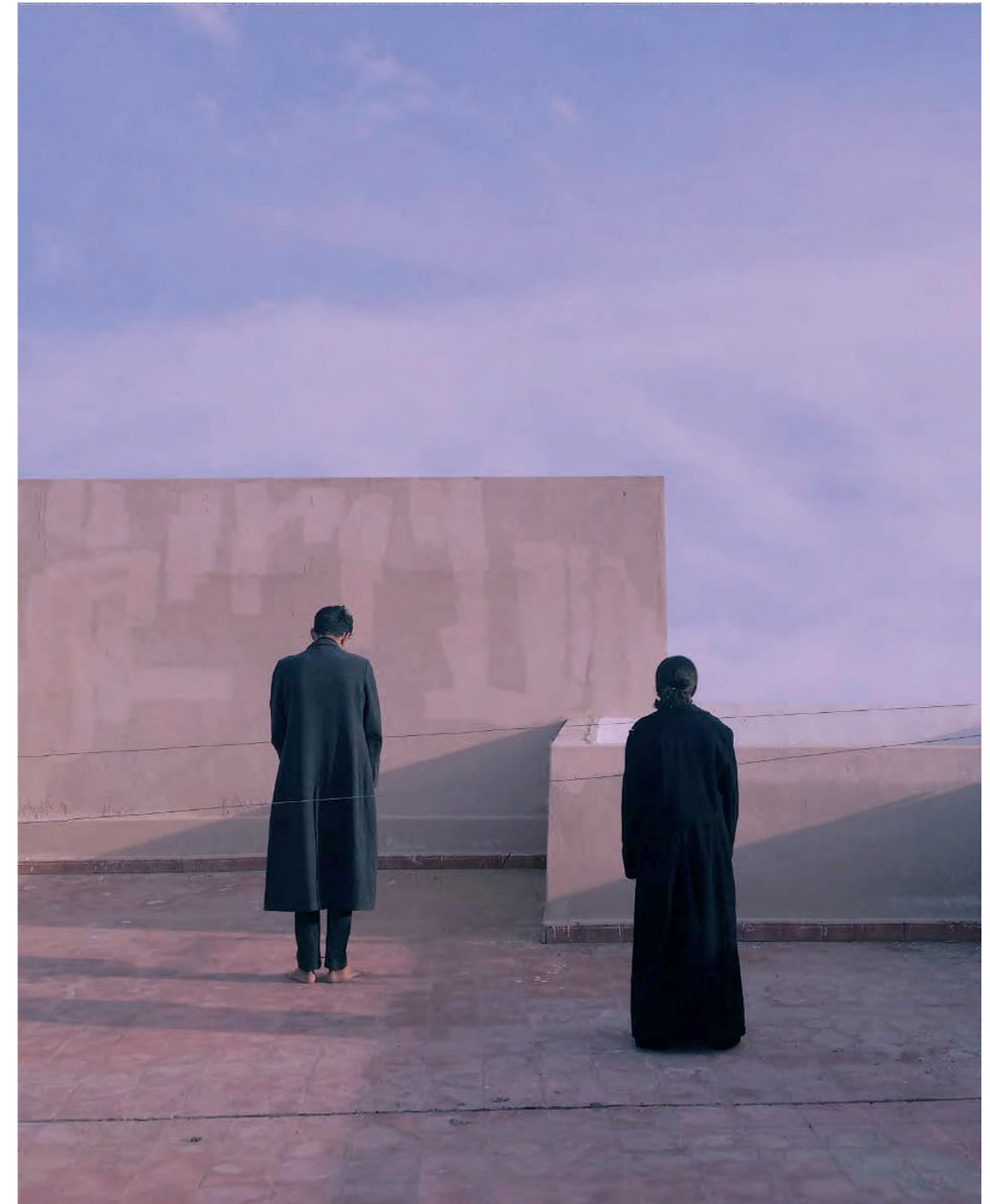




Ordinary desires



Scan the QR code to discover the artworks



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.

Scan the QR code to discover the artworks



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.



Scan the QR code to discover the artworks



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



Scan the QR code to discover the artworks



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



Scan the QR code to discover the artworks







## 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

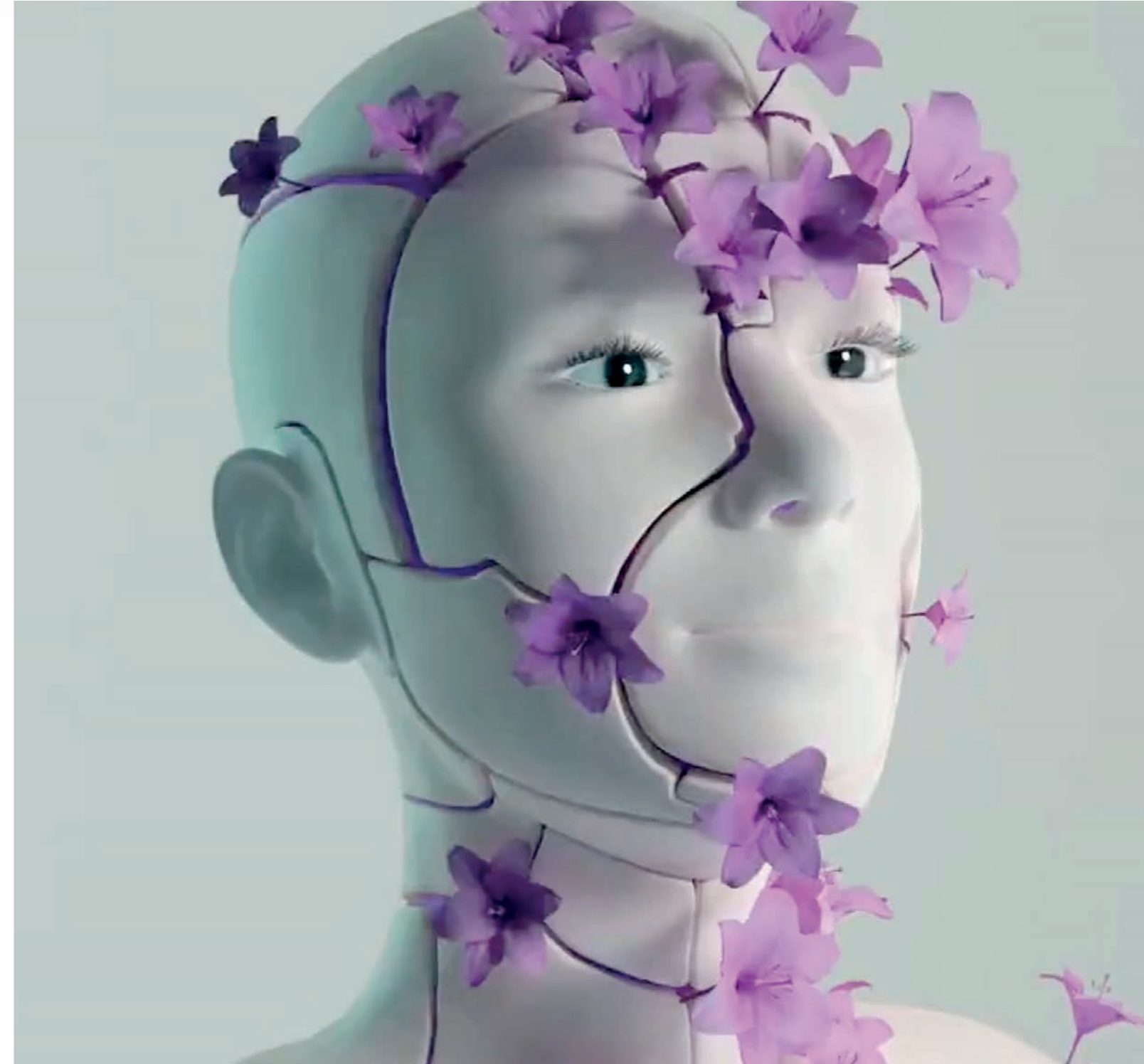






L'impertinente

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



Scan the QR code to discover the artworks





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

[www.fondationmalekchebel.com/nft](http://www.fondationmalekchebel.com/nft)  
[contact@fondationmalekchebel.org](mailto:contact@fondationmalekchebel.org)







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