

NOME

REALMS OF THE HYPERREAL
KHALED HAFEZ
MARCH 10 - APRIL 20, 2018

NOME presents a new solo show by Egyptian artist Khaled Hafez.

Khaled Hafez's artistic approach pulls apart prime dichotomies — modern/traditional, East/West, sacred/profane — to create intercultural iconographies that exceed simplistic analyses of identity.

Realms of the Hyperreal, a title that references Jean Baudrillard's simulacrum of signs, brings together major works from three aspects of Hafez's practice: large-scale painting, video, and installation. In bold canvases, Hafez sets in motion a pop topology of Pharaonic symbolism and capitalist mythology. Images from fashion advertising and health culture are 'kidnapped', in the artist's words; digitally manipulated, blown-up and inserted into compositions the scale of Ancient Egyptian wall paintings. Signifiers cross time periods as well as cultures, and superheroes find each other across millennia: see the amalgam of the jackal-headed god Anubis and a ripped Superman.

The permeable line between reality and fiction animates the video *Revolution (Liberty, Social Equity, Unity)* (2006), a critical take on the postcolonial rule of Egypt and the false promises of various governments. Three screens represent, via the actions of a freedom fighter, military politics, neoliberal bureaucracy and fundamentalism. The protagonist wields a different tool on each screen — a gun, a hammer and a knife — each of which are recast in the corresponding installation *Contaminated Belief* (2007) into solid copper sculptures, now captured in sleek glass museum vitrines.

Following the Egyptian revolution of 2011, these works take on new significance, demonstrating Hafez's commitment to the relationship between art and politics, and how one might transform the other. In drawing attention to certain polarities of contemporary life — whether in Egypt, America, or Europe — Hafez's visual languages seek common artistic ground.

Opening: 9 March 2018, 6 pm
10 March - 20 April 2018
Glogauer str. 17, 10999, Berlin

CREDITS

Press contact
Tabea Hamperl
tabea@nomeproject.com
<http://www.nomegallery.com>

Glogauer Str. 17 10999 Berlin | Tuesday to Saturday 3PM - 7 PM
N O M E G A L L E R Y . C O M

N O M E

KHALED HAFEZ
born in 1963, Cairo, Egypt

BIOGRAPHY

Khaled Hafez's work delves into the dialectics of collective memory and consumer culture. Through various media — painting, video, photography and installation — Hafez deconstructs the binary narratives propagated by mass media and disrupts representational dichotomies such as East/West, good/evil. Re-assembling appropriated pop, historical, and political imagery, the artist traces links between the icons and serial format of Pharaonic painting and modern comics. His practice produces an amalgam of visual alphabets that bridge Orient and Occident, and address how globalization and consumerism have altered Middle Eastern societies, to create aesthetic hybrids far beyond the stereotypes of the news.

The video installation *Mirror Sonata in Six Animated Movements* (2015) for the 56th Venice Biennale was the culmination of Hafez's excavation of Egyptian identity, combining hieroglyphic forms with superhero figures and emblems of warfare. His work has been exhibited at, among others: Venice Biennale (57th, 56th and 55th editions); 12th Cairo Biennale (2010); Institut du Monde Arabe, Paris; British Museum, London; Hiroshima Museum of Contemporary Art, Japan; New Museum, NYC; Saatchi Gallery, London; MuHKA Museum of Art, Antwerp, Belgium; and Kunstmuseum Bonn, Germany. Hafez has been Fulbright Fellow (2005) and Rockefeller Fellow (2009).

Glogauer Str. 17 10999 Berlin | Tuesday to Saturday 3PM - 7 PM

N O M E G A L L E R Y . C O M