

Rami Farook in First Saudi Solo Exhibition in Saudi Arabia: Reset



Installation of Gallery 3 at ATHR (courtesy of ATHR and the artist)

Artist, curator, and producer, Rami Farook, is set to captivate his peers, art enthusiasts, collectors, and the general public with his highly-anticipated debut solo exhibition in Saudi Arabia. Collaborating with the ATHR team, co-creators, and an engaged audience, Rami promises a groundbreaking experience that transcends contemporary art exhibitions.

Titled "Reset," the exhibition will showcase Rami's creative prowess through a series of site-specific works, some of which will be created in collaboration with the audience. Rami is redefining the concept of art presentation and ownership by offering temporary or permanent ownership of the gallery space itself.

The exhibition is scheduled to open on September 27, 2023, and will run until December 27, 2023. The event will take place in Jeddah, a city that Rami fondly refers to as his "second home." ATHR Gallery, a space with which Rami has a rich history as an artist, friend, advisor, and early patron, will host the exhibition in its Roof Landing and Gallery 3.

Throughout the exhibition, Rami will experiment with various mediums, methods, formats, processes, and the market itself. His work will touch upon diverse themes, including construction, instruction, destruction, aging, AI, Saudi, the gallery, faith, purpose, labor, perspective, waste, Palestine, collaboration, and time among many others.

Originally conceived as a recreation of Rami's Art Dubai 2023 solo studio booth, which was slated for a month after the fair, the exhibition has evolved over time, adapting to its unique time, place, and mood. Rami describes the experience as an export of creative energy, marked by both closures and openings, and an opportunity to experiment, search, connect, and present his work publicly and privately. It's also an exploration of the ever-changing landscape of Jeddah.

Rami's creative process for this exhibition can be summarized as "think, feel, envision, create, and exchange." With the invaluable support of the gallery, friends, peers, and the audience, the exhibition will be characterized by its speed, strength, low budget, interactivity, multimedia formats, recency, and accessibility.

Rami's "Reset" promises to be an immersive and transformative experience, inviting all to explore the depths of creativity and expression in the heart of Saudi.

About ATHR

ATHR was founded in 2009 in Jeddah, Saudi Arabia, by Mohammed Hafiz and Hamza Serafi. From its onset it has been a pioneering gallery with global aspirations. We represent artists that have been the driving force of the gallery from the beginning and who have inspired our responsive mandate that evolves to accommodate the ever-changing local scene. We pride ourselves on being adaptive which has been a testament to our legacy that has spanned over a decade. Our diverse roster of artists work across multiple disciplines and subject matter from the more traditional such as painting and sculpture to more unconventional methods that echo the daring nature of the gallery. The subject matter they address also vary wildly covering a spectrum of narratives that vary from the personal scale to the macro-cultural. ATHR has expanded in the kingdom with three locations besides the original space; ATHR Al-Ula is the first contemporary art gallery in the historical city, and our newest outpost is ATHR JAX, an important space in Riyadh, which is the capital of Saudi Arabia and an important art hub in the region. The opening of our Riyadh location is a long-awaited location

expansion for ATHR beyond the western region of the kingdom. With our growth to the various outposts in the kingdom, the Jeddah location remains the largest space and continues to be the ATHR headquarters. ATHR has also diversified its ventures to include AKTHR; an exhibition space dedicated to experimental works with an emphasis on employing new technologies and providing multi- sensorial experiences.

About Rami Farook:

Rami Farook Emirati, b. 1981 Lives and works in Dubai, UAE Rami Farook is an interdisciplinary artist, curator and producer. Self-taught, Rami's calling came while playing the roles of patron, gallerist and collector from 2007. His experience with the conditions of art- its possibilities & responsibilities, directly inspire his work- often describing it as "self & social, portraits & landscapes". Rami's diverse practice is guided by an emotional & impulsive attitude, often laced with humour and sometimes pain, always truth. He collaborates with others, experiments with technique, and explores ideas freely. Always returning to an unidentified studio to express his experiences across multiple mediums & methods. Selected exhibitions include "Grey Borders / Grey Frontiers" (curator/ group show) during the Berlin Biennale 2010; Kochi Biennale, 2012 & 2014 (artist, patron, producer); "An Arab Artist's 1st Solo In America, 2016" (artist/curator solo) at the Satellite Art Show during Art Basel Miami; Sharjah Biennial 2nd Act (group show), curated by Reem Fadda, Sursock Museum, Beirut, 2017; "Peace and Productivity", Season, Seattle, 2019 (solo), items discontinued (maisan 15, dubai) a solo curated by Ruba Al Sweel in 2020.

For more enquiries:

Hasan Saud

PR@athrart.com

+966 540457536