



ATHR Gallery Announces Three Exhibitions Opening for Fall 2023

This Autumn, ATHR Gallery in Jeddah presents a trio of exhibitions: the group show "In/Visible: Objects in the Mirror," Rami Farook's *"Reset,"* and the technologically innovative *"A Way With Light."* Visitors can experience all three exhibitions from September 27 to December 27, 2023 in ATHR gallery, Jeddah.

In/Visible: Objects in the Mirror



Ayman Daydban's "Black Eye", 2015. (photo credit: ATHR Gallery)

This group exhibition invites contemporary arts enthusiasts to a deeper understanding of materiality and object significance. At the core of this exhibition are artists who have taken unique approaches in exploring the significance of objects —both commonplace and abstract—in our lives. The exhibition serves as a call to reimagine the world around us, invoking unexpected and stimulating discussions about what is often unseen or unconsidered. It is an invitation to redefine the boundaries of what we find aesthetically significant, beckoning us to find beauty and meaning in the most surprising of places.

Featured Artists: Sarah Abu Abdullah, Zahrah AlGhamdi, Dana Awartani, Ayman Yossri Daydban, Sultan bin Fahad, and Muhannad Shono.

Reset by Rami Farook



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

Distinguished artist, curator, and producer Rami Farook presents *"Reset,"* a solo exhibition emanating from his profound connection with Jeddah, his "second home". Spotlighting site-specific works exploring diverse themes —from AI, faith, and construction to time —this exhibit beckons the audience for a collaborative art creation. Born as a reimagining of Rami's Art Dubai 2023 solo studio booth, "Reset" challenges the paradigms of art presentation by offering a unique proposition: temporary or permanent ownership of gallery spaces.

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.

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A Way With Light



*Andres Reisinger's "Takeover",
2023 (Photo credit: ATHR Gallery,
RFC)*

In a collaboration with the cross-disciplinary art collection RFC and ATHR gallery's experimental and technological art initiative AKTHR, we are

proud to present " *A Way With Light*." A confluence of artistry and advanced technology, " *A Way With Light*" propels visitors into a realm where art transcends physicality. From digital art installations to pioneering Non -Fungible Token (NFT) artworks, the exhibition underscores the transformative power of technology in art. "A Way With Light" presents the limitless potential of technology, breathing vitality into static canvases and transforming them into living, breathing landscapes of creativity. Each artwork offers a narrative woven with intricacy, encouraging viewers to uncover emotions that extend beyond traditional artistic forms.

Featured Artists: Ahaad Alamoudi, Daniah Al-Saleh, Refik Anadol, Ayman Yossri Daydban, Random International, teamLab, Jonas Lund, Quayola, and Andrés Reisinger.

"In the ever -changing landscape of contemporary art, digital art and NFTs have established a stronghold on the global art market through innovative use of technology. Our goal is to introduce the national audience to novel modes of art -making and inspire a new generation of artists and creatives," said Pharah Al Ghalib, exhibition manager.



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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 AKTHR

ATHR's response to the growing need for a space for experimental contemporary art practices has been to establish a dedicated space; AKTHR, located in Hayy Jameel in Jeddah. Building on its namesake [AKTHR means greater than in Arabic], will expand on ATHR's work to foster artists working with new and exciting mediums. AKTHR's focus will be on commissioning, curating and exhibiting experimental works with an emphasis on employing new technologies and providing multi-sensorial experiences for audiences of all ages.

AKTHR will also invite the local community to not only engage with new and different art practices, but also create possibilities for bridging artistic practices with educational needs through a curated program of talks, discussions, and a variety of public engagement initiatives. Echoing ATHR's legacy of supporting local artists and challenging existing artistic methods and approaches; AKTHR will allow for a platform that foreshadows new



possibilities of artistic expression. The space is split over two floors, with the ground floor dedicated to giving local artists a greater chance at experimentation and innovation, while extending this to international artists as well through hosting and incubating local-international collaboration and exchange. The top floor is intended as a pop-up retail space that engages with local designers and businesses to offer varied experiences and programming of the same nature as the exhibitions.

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.

About RFC:

The RFC Art Collection is a cross-disciplinary art collection featuring forward-thinking artists creating at the edge of art and technology. Pablo Rodríguez-Fraile, mathematician, blockchain investor and founder of Aorist, and Desiree Casoni, architect and designer, founded the collection in 2011. The idea behind the project is to support pioneering artists pushing their creativity beyond the boundaries of their practice while maintaining their vision and leveraging the appropriate tools and mediums in their respective domains to execute their art at the highest level of quality and aesthetics.

The collection started with the acquisition of traditional, analog pieces and later on, the couple's enthusiasm for art and technology paved the way for a seamless transition to digital art with the emergence of NFTs, a new paradigm in the creative world which the couple was able to foresee and adopt early, with the acquisition of the first pieces by Pak, Beeple, Refik Anadol, Andrés Reisinger and many other digitally native artists.

The RFC Art Collection, now with +2,000 pieces, goes beyond mere commercial impulse: this dynamic project aims to work individually and comprehensively with every artist, whether in the traditional or digital realm, to support and facilitate their access and immersion into novel artistic methods that propel their vision through their entire creative careers. Moreover, its



style-agnostic characteristics underscore a commitment to transcend established boundaries to create a new artistic ecosystem, pursuing a legacy for future generations to interact and meaningfully engage with art.