

## ATHR to Launch teamLab Exhibition in Beit Zenel at Jeddah, AlBalad



JEDDAH, SAUDI ARABIA — ATHR Gallery, renowned for its dedication to contemporary art, is joining forces with the art collective, teamLab. With an illustrious partnership spanning eight years, the two teams have collaborated both locally and globally promoting the innovative blend of art and technology.

In a momentous stride, ATHR Gallery proudly announces a collaborative endeavor with teamLab. As part of their debut in the Middle East as they roll out their *teamLab Borderless* museum for the first time in the region, ATHR is presenting a curated selection of teamLab's artworks at Beit Zenel, a revered historical landmark nestled within the AlBalad district of Jeddah.

This exhibition, titled *Spatial Dialogues*, presents a curated selection of teamLab's monitor artworks, distinct from the offerings of the nearby teamLab Borderless museum. The showcase is poised to introduce the local scene to what teamLab will offer, without giving away the incredible surprises awaiting at Borderless. ATHR has selected a collection of teamLab's poetic and expressive digital works that explore borderless continuity and meditations of the world around us. A series of teamLab's latest monitor-based works explore a central tenet of teamLab's artistic philosophy: that oneself is continuous with the world. The works created through teamLab's logical structure of spatial recognition called Ultrasubjective Space, inspired by classical Asian paintings, make viewers feel as though their bodies are inside the artwork itself, seamlessly connecting the space of the artwork with the physical space of the viewers..

*"There are a lot of similarities between Arabian and Japanese cultures in how they appreciate poetry, and also in how they express it. Japanese poetry is observative and reflective, and teamLab can express the beauty of the world and the beauty of being alive with art unique to*

*them. We at ATHR promise that we always present our community with the forefront of innovations in art, and we've been working day and night with our partners in teamLab to make this experience available to everyone"*

– Mohammed Hafiz, CEO and Co-Founder of ATHR

Scheduled for an early June debut, the opening of the exhibition aligns seamlessly with the unveiling of teamLab Borderless, welcoming both VIPs and the general public to indulge in an artistic spectacle unlike any other.

What sets this collaboration apart is the seamless integration between the exhibition and the museum. While not thematically linked, visitors are encouraged to explore the exhibition first, providing a tantalizing preview of the wonders awaiting them at teamLab Borderless. Conveniently connected via a shuttle service, Beit Zenel stands a mere 10 minutes on foot or 2 minutes by car from the museum.

Furthermore, guests attending the exhibition will have the opportunity to purchase tickets to teamLab Borderless onsite, with admission to the exhibition itself being entirely complimentary.

The exhibition reveal will be on ATHR's Instagram account and website.

For further details and updates, stay tuned to ATHR Gallery's official channels.

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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 teamLab:**

teamLab (f. 2001) is an international art collective. Their collaborative practice seeks to navigate the confluence of art, science, technology, and the natural world. Through art, the interdisciplinary group of specialists, including artists, programmers, engineers, CG animators, mathematicians, and architects, aims to explore the relationship between the self and the world, and new forms of perception.

In order to understand the world around them, people separate it into independent entities with perceived boundaries between them. teamLab seeks to transcend these boundaries in our perceptions of the world, of the relationship between the self and the world, and of the continuity of time. Everything exists in a long, fragile yet miraculous, borderless continuity.

teamLab exhibitions have been held in cities worldwide, including New York, London, Paris, Singapore, Silicon Valley, Beijing, and Melbourne among others. teamLab museums and large-scale permanent exhibitions include *teamLab Borderless* and *teamLab Planets* in Tokyo, *teamLab Borderless Jeddah* in Jeddah, and *teamLab SuperNature Macao*, and *teamLab Massless Beijing*, with more to open in cities including Abu Dhabi, Hamburg, and Utrecht.

teamLab's works are in the permanent collection of the Museum of Contemporary Art, Los Angeles; Art Gallery of New South Wales, Sydney; Art Gallery of South Australia, Adelaide; National Gallery of Australia, Canberra; Asian Art Museum, San Francisco; Asia Society Museum, New York; Borusan Contemporary Art Collection, Istanbul; National Gallery of Victoria, Melbourne; and Amos Rex, Helsinki, among others.