

Visualising Abu Dhabi Art

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Tarek Al Ghousein, (In) Consideration of Myths (2012-13)

A series of images by the Kuwaiti photographer Tarek Al Ghousein, which document the development of the Saadiyat Cultural District in Abu Dhabi over the past seven years, will be used by the Abu Dhabi Art fair for its advertising and branding campaigns this year. The ninth edition of the Modern and contemporary art fair launches at Manarat Al Saadiyat (8-11 November).

Seven of Al Ghousein's works will be used on the fair website, and as part of its advertising campaign across print and digital platforms; the

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photographs will also be displayed at the fair. The artist began photographing sites on Saadiyat Cultural District in 2010, capturing the early and later phases of the new culture hub where the Louvre Abu Dhabi and the Guggenheim Abu Dhabi are located (the former is scheduled to launch later this year; an opening date is to be confirmed for the latter).

“The cultural scene here is about to change significantly; the fair, through its wider programme of exhibitions and talks, will explore the specificity of place and will highlight different histories that have impacted the local art ecosystem,” says the fair director Dyala Nusseibeh, who was appointed last November.

“The selected works fit incredibly well with this perspective as Tarek was on the one hand exploring how identity is forged through landscape and on the other, documenting an important period of change on the island, the dynamic between the natural environment and the transformative impact of urban development and cultural ambition on this habitat,” she adds.

The images used for the Abu Dhabi Art campaign come from two series of works: (In) Beautification (2011) and (In) Consideration of Myths (2012-13). “(In)Beautification documents processes associated with landscapes in transition. Relying on light interventions and non-invasive interactions, the images explore how the identity of a place is transformed through constructed landscapes that displace native plants,” says Al Ghoussein, who is professor of visual art at New York University Abu Dhabi.

A separate series of photographs called (In) Situ focuses specifically on the Guggenheim Abu Dhabi site; a selection of these works is on show in The Creative Act: Performance, Process, Presence at Manarat Al Saadiyat (until 29 July), which includes works drawn from the collection of the Guggenheim Abu Dhabi. G.H.

<http://theartnewspaper.com/upload/iblock/9fd/web-dubai-4.pdf>