

GAZELLI ART HOUSE

MARK FARID
POISONOUS ANTIDOTE



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1 September - 1 October 2016
Private View: Thursday 1st September 2016 | 6-8pm
Online residency: 1-30 September 2016

This Summer, **Gazelli Art House** is delighted to present ***Poisonous Antidote*** by **Mark Farid**. The London-based interdisciplinary artist will continue his investigation into conceptions of individual privacy and its metamorphosis in contemporary society through technology.

Following Edward Snowden's leaks of 2013 and current trends in British politics*, consensus of the public majority suggests that privacy is no longer valued as a protected right. In *Poisonous Antidote*, Farid calls to attention this erosion of privacy and its relation to the advent of social media, augmenting the Internet's role in how one's public perception is shaped. Through these carefully curated portals into one's private life, individuals willingly relinquish privacy on online platforms in exchange for edited social stardom, eliminating from publication those moments that don't make the grade. An acute awareness of this digital documentation promotes a subconscious self-validation through actions of one's peers. Self-fulfilment derives from the number of 'likes' the projected image amasses; thus, it is through this online editorial that social behaviour is increasingly entrenched:

"We have the ability to mould our online personae into whoever we want ourselves to be while remaining, on the other side of the screen, Joe Blogs from Leicester, born in the early '90s, and yet, our image of who we want to be is standardised to the norms of every other social media account user, and where different, is defined in being different in reaction to the social norms which the online structure has bred." — Mark Farid

Farid argues that through the 24-hour accessibility of our digital selves, privacy and in turn true individuality, is eroded and exchanged for an hegemonised and globalised cultural identity, stored publicly and permanently, conforming to political, social and philosophical ideals, norms and thought processes. Individuality in the facade of conformity cements itself its illusion, as our online persona crave the same validation as celebrities.

For his debut with the gallery, Farid will create a unique form of portraiture that reflects these socio-technical trends whereby for 31 days his live digital footprint will be broadcast online as part of his online residency with Gazelli.io. This will include realtime public presentation of all his emails, text messages, phone calls, Skype, Facebook Messenger, Facebook tagged photos, photographs and videos, locations, web browsing, apps and music Mark is listening to. There will be no restrictions on the content publicised, irrespective of date, time, duration, location or contact Mark amasses. This digital portrait in progress will be made public for the whole world via purpose-built website that can be accessed in real time by anyone around the world.

In parallel with his online residency, the artist will take over the ground floor of the Dover Street gallery. *Poisonous Antidote* will showcase a physical manifestation of this expanding digital portrait: an abstract sculpture formed of 4 unique parts, each one portraying a week within Farid's life. The resulting digital portrait will be a collaboration between the artist and a specially commissioned designer working with 3D printing technology.

Poisonous Antidote succeeds Farid's 2015 Cambridge-based project 'Data Shadow'* and precedes, 'I Have Nothing To Hide' and 'Seeing I', both planned to take place in 2017.



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Notes to Editors:

- * The British Government reflect this trend in legislation with the current Data Retention and Investigatory Powers Act, which expires on the 31st December 2016, with a new Investigatory Powers Bill currently being discussed in Parliament. Included in the governments first two drafts, are the legal requirement of companies to:
 - Keep web and phone records for 12 months.
 - Assist in bugging phones and computers and in bypassing encryption.
 - Turn on microphones and cameras in the smartphones of British citizens.

- * To accompany 'Data Shadow', Farid gave a talk entitled 'Anonymity is our only right, and that is why it must be destroyed' in which he gave away the passwords to his entire digital life.

- * Vicente Gascó is a product designer, consultant and entrepreneur specialized in 3d printing and digital fabrication technologies. In the past two years, he has established himself as a 3d printing pioneer in Puerto Rico. He founded Tredé, a product design studio specialized in 3d printing and digital fabrication, in 2013. Since then, Vicente have developed, designed and fabricated products for clients in diverse industries such as engineering, medicine, education, advertising, architecture, and fashion. Gascó also co-founded Puerto Rico's first 3d printed jewelry, Keznr, and is a 3d printing professor at Atlantic University College.

Gallery Information

Contemporary art gallery Gazelli Art House supports and presents a wide range of international artists, presenting a broad and critically acclaimed program of exhibitions to a diverse audience through international exhibition spaces in London and Baku. Gazelli Art House was founded in 2003 in Baku, Azerbaijan where it held exhibitions with Azeri artists. From 2010, having hosted conceptually interlinked off-site exhibitions across London, founder and Director of Gazelli Art House, Mila Askarova, opened a permanent space on Dover Street, London in March 2012. The same year, the Window Project was launched utilising the frontage of the gallery as additional display platform. In 2015, the initiative was remodelled to solely accommodate art school graduates through open call competitions three times a year. As of 2013, Gazelli Art House started specialising in Private Sales in the secondary market, providing professional Valuations for insurance, probate, trust and estates and for the current market value of single paintings or fine art collections. In 2015, the gallery launched its Digital Art House www.gazell.io, an online residency for artists working in the digital realm. As part of the gallery's on-going commitment to art education, the gallery hosts a series of events and talks to run alongside each exhibition.

For further information on *Poisonous Antidote*, please contact:

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