

Raed Yassin
Yassin Haute Couture



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In this multimedia exhibition, Raed Yassin immerses viewers in a plethora of images, sounds, lights, forms, memoirs culled from pop culture, where he laces facts, histories with fiction to invoke a romanticized representation of the past and simultaneously conceal deep personal wounds. The artist has been tailoring the ideas behind this particular oeuvre for almost a decade, with the project taking several twists and turns before finally reaching fruition. Most of the works in this exhibition are thus showing for the first time at Marfa' Gallery, as part of an ever-expanding opus.

For several years, the artist attempted to paint a complete portrait of his deceased father, Samir Yassin, using fiction, forgery, lies and rumors, as elements integral to his practice. The works in this exhibition focus specifically on the period when his father was working as a fashion designer in Beirut and abroad, garnering fame and international acclaim. In-part archive, fiction, and in-part recreated objects and materials, the works draw us into the designer's thought process, those who wore his creations, the unseen realms of his imagination, and the annals of memory attached to the fabric of fashion itself. The artist connects threads of several stories by digging up a past that doesn't want to be uncovered, one that is constantly eluding him, obscured by ghosts that inhibit him from seeing it clearly. As if to reveal a treasure lying at the bottom of the pit, the artist tries to discern secrets that his father carried with him to the grave, assuming the role of undertaker and of voyeur. In his theoretical treatise, *Archive as Burden*, he disregards the casualness of visual information within archival documents, to rather plumb what lies behind veiled truths.

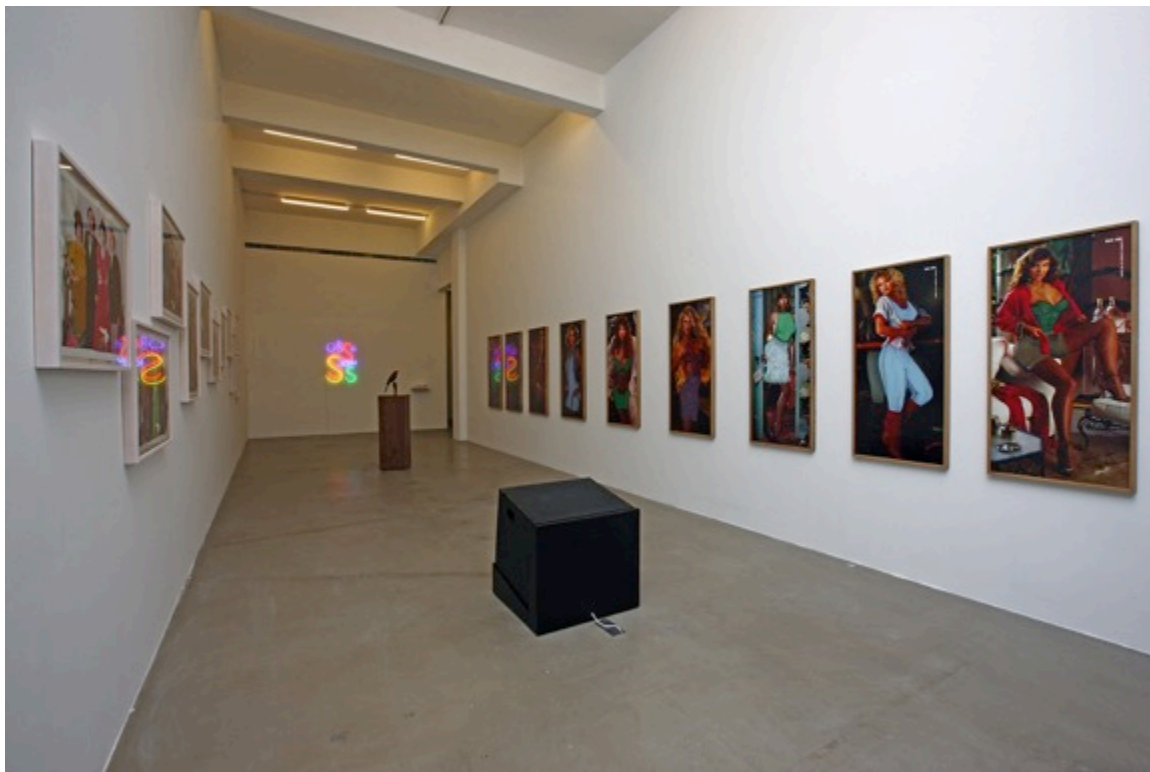
Using fragments of rumors collected from long lost relatives, the artist begins to build a dramaturgy of obsessions that mirror his own, as if inherited from father to son. Stories of Erotica, intrigue, and deceit converge dramatically in a text that recounts the life and times of Samir Yassin, the great designer.



Exhibition Views



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Playmate of the Month, 2018

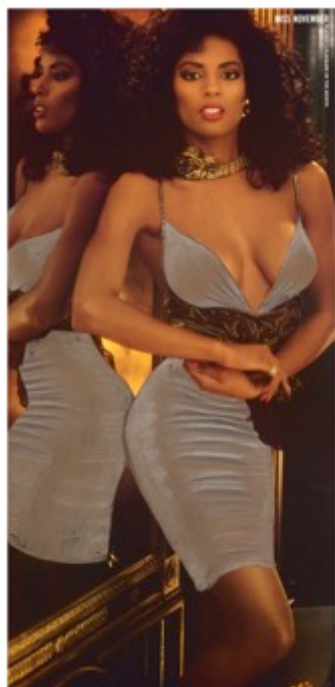
I to XVIII

Archival inkjet print on archival paper

120 cm X 55 cm

Edition of 5+2AP

In the series *Playmate of the Month*, the artist finally uncovers the hidden treasure he had been looking for, namely his father's raw fashion sketches, meticulously hand-painted on the bodies of naked Playboy magazine models. This discovery also answers Yassin's questions about his personal preoccupation with outdated playboy magazines, and explores the erotic life of images that circulated around Beirut in the 1980s.





Princess of Oblivion, 2018

I to VI

Archival inkjet print on archival paper

100 cm X 70 cm

Edition of 5+2AP

In the series *Princess of Oblivion*, photographs of Fadwa Harb, one of his father's first models, show her wearing several dresses intended for his wealthy client, a Saudi princess. In a bout of pure jealousy, the beautiful princess was poisoned and killed before she could wear the custom-made garment that Fadwa modeled.





Proposal For a Proposal, 2018

I to XI

Silk embroidery on archival inkjet print on canvas

50 cm X 70 cm

Edition of 5+2AP

In *Proposal for a Proposal*, the artist embroiders different possibilities for dresses on photographs of a soon-to-be bride that could have worn them. The designs are based on his father's stories and how he might have imagined these designs. The creative urge is incarnated as a string of alternatives, the end result of which no one will ever know.







I Hate Theatre I Love Pornography, 2017

8mm transferred to digital video

9 min 12 sec

Edition of 3+2AP

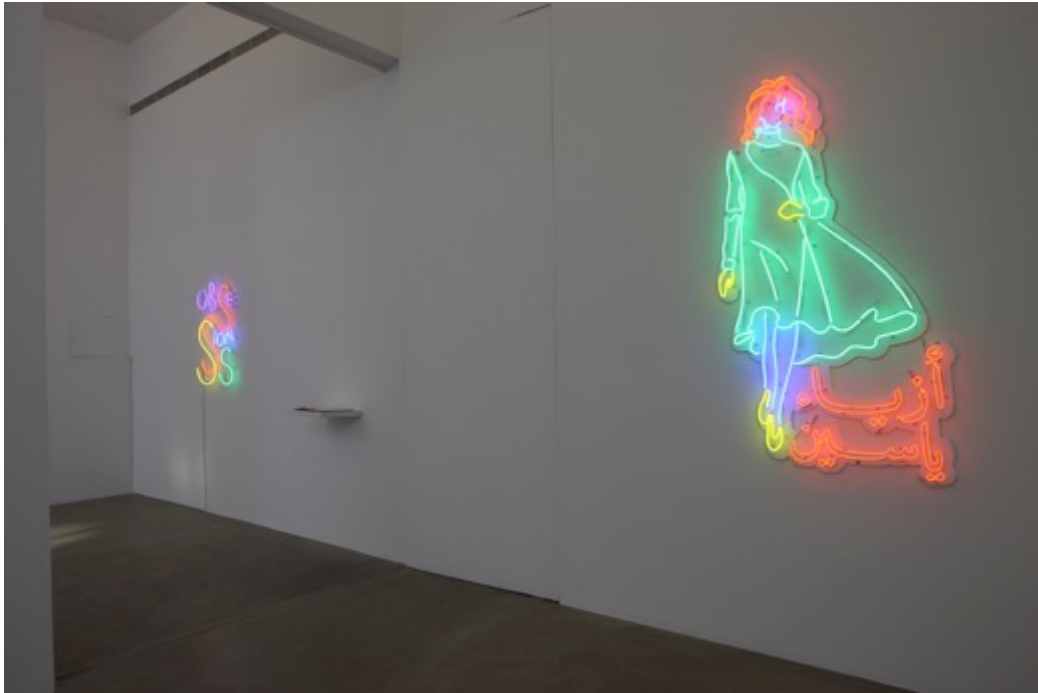
The video work "*I Hate Theater, I Love Pornography*" delves into the relationship between father and uncle, and how their fantasies and fetishes overlap upon images of cheap erotica. In another corner, a stuffed parrot "*The Pimp*" - a sculpture and sound piece - chirps out the notes of a saxophone solo, reminiscent of cues for sensual encounters in film.



The Pimp, 2017
Taxidermy Parrot, Sound
9 min 45 sec
Edition of 3+2AP

A stuffed parrot "*The Pimp*" - a sculpture and sound piece - chirps out the notes of a saxophone solo, reminiscent of cues for sensual encounters in film.





Obsessions, 2018

Neon

90 cm x 62 cm

Edition of 3+ 2AP

The neon work *Obsessions* illuminates the fusion of transmitted narratives, but at the same time alludes to the generic name of a perfume or cosmetic brand.



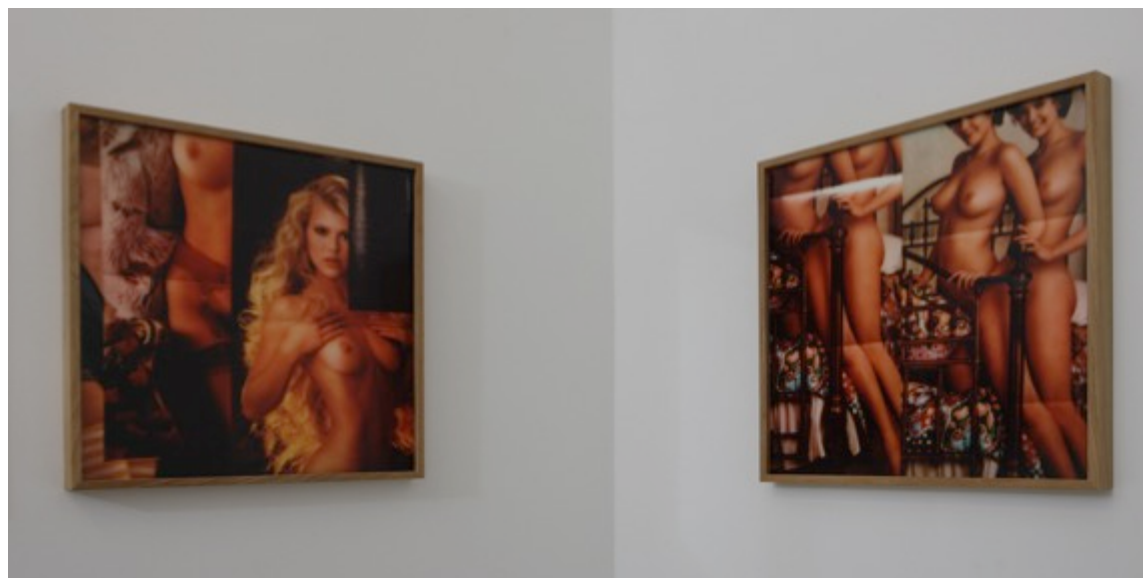
Azya' Yassin, 2018

Neon

168 cm x 95cm

Edition of 3+ 2AP

Azya' Yassin recreates the facade of a couture boutique, as if to deliberately confuse the gallery space with a shopfront display.



The S. Model Collection , 2018

Archival inkjet print on archival paper

62 cm X 62 cm

Edition of 5+2AP

The found polaroid photographs by Samir Yassin have been collected in a book titled *The SY Model Collection*. This book was launched alongside the exhibition and has a limited number of editions available (175 copies).

About The Artist

Raed Yassin (born 1979, Beirut) lives and works in Beirut. He graduated from the Theatre Department of the Institute of Fine Arts in Beirut in 2003, and in 2015 he was awarded a research fellowship at the Akademie der Künste der Welt in Cologne. An artist and musician, Yassin's work often originates from an examination of his personal narratives and their position within a collective history, through the lens of consumer culture and mass production. One of the organisers of Irtijal Festival - Beirut's experimental contemporary music festival - Yassin has released several music albums and founded the production company Annihaya in 2009. He is also a founding member of Atfal Ahdath, a Beirut-based art collective.

He has exhibited and performed in numerous museums, festivals and venues, including Nottingham contemporary (2017), the Solomon R. Guggenheim Museum, New York (2016), Stedelijk Museum, Amsterdam (2014), Kunsthalle Wien (2015), ICA London (2014), Gwangju Museum of Art (2014), Castello di Rivoli, Turin (2014), Kalfayan Galleries, Athens (2011, 2014 & 2017), Boghossian Foundation - Villa Empain, Brussels (2013), Mori Art Museum, Tokyo (2012), New Museum, New York (2012), Sharjah Biennial 9 & 10 (2009 & 2011), Centre Georges Pompidou, Paris (2011), and Delfina Foundation, London (residency 2014 & 2010 - 2011). Yassin is also a recipient of the Sharjah Art Foundation Project Fund (2014), Abraaj Group Art Prize (2012), Fidus Prize (2009), AFAC grant for production (2010), YATF grant for production (2008 & 2012) and the Cultural Resource grant for production (2008).

Education

2000-03 BFA in Theatre, Lebanese University, Beirut. (LB)

Solo Exhibitions

2017 *The Future is Nostalgic*, Kalfayan Galleries, Athens
2016 *A Feeling in Perspective*, Gallery Isabelle van den Eynde, Dubai
2015 *Kissing Amnesia*, Leighton House Museum, Shubbak Festival, London
 The Impossible Works of Raed Yassin (Performance with Ilaria Bonacossa, Eva Fabbris, Francesco Garutti), Curated by Fantom, Merselleira, Milan
 Karaoke, Akademie der Kuenst der Welt, Cologne
2014 *Amnesiac Commissions*, Kalfayan Galleries, Athens
 #18@rivolicsatello, Castello Di Rivoli, Turin
2013 *Dancing, Smoking, Kissing*, The Running Horse, Beirut
 Postponed Noon, Curated by Amanda Abi Khalil, VITRINE, London
 The Impossible Works of Raed Yassin (Performance), Beirut Art Centre
2011 *Disco Tonight*, Kalfayan Galleries, Athens
 The Best of Sammy Clark, Delfina Foundation, London

Group Exhibitions and Festivals

2017 *From Ear To Ear To Eye*, Nottingham Contemporary, UK
2016 *But a Storm is Blowing from Paradise*, Solomon R. Guggenheim, New York
 Seismographic Sounds – Visions of a New World, NORIENT, Castelgrande, Bellinzona
 Borderline Festival 2016, Onassis Cultural Centre, Athens
 Time Tuning, (performance as part of the *The Time is Out of Joint*) Sharjah Art Foundation, Sharjah
 Seismographic Sounds – Visions of a New World, NORIENT, CTM Festival, KKB, Kunstraum Krueberg, Berlin
 White Cube... Literally, Gallery Isabelle van den Eynde, Dubai
2015 *Seismographic Sounds – Visions of a New World*, NORIENT, ZKM Karlsruhe
 Whose Gaze It Is Anyway?, The Potteries Museum and Art Gallery, Stoke-on-Trent
 Whose Gaze It Is Anyway?, The Phoenix, Leicester
 Dirty Linen, (part of the *Family Business* project initiated in 2012 by Maurizio Cattelan and Massimiliano Gioni) organised by DESTE Foundation, curated by Myriam Ben Salah, Benaki Museum, Athens
 Seismographic Sounds – Visions of a New World, NORIENT, Forum Schlossplatz, Aarau

Performative Screenings #35 / Raed Yassin: Karaoke & Disco Tonight, School, Vienna

Music work commissioned by Norient (Switzerland). Exhibitions at ZKM and Transmediale, Berlin

Supernova, curated by Karine El Helou, Scatola Biana, Milan

The Future of Memory, Kunstahalle Wien, Vienna

2014 *Les Rencontres International de la Photo de Fes*, Galerie Mohamed Kacimi, Fes

The Night of Recounting the Years, Sharif Sehnaoui and Raed Yassin, Stedelijk Museum, Amsterdam

In Search of Lost Time, curated by Ronit Eden, Castrum Peregrini, Amsterdam

Blue Times, curated by Amira Gad, Nicolaus Schafhausen, Kunsthalle Wien, Vienna

55th October Salon: *The Disappearing Things*, curated by Nicolaus Schafhausen and Vanessa Muller, Belgrade City Museum

Whose Gaze Is It Anyway?, curated by Omar Kholeif, ICA London

PRAED Live: Bad Bonn Kilbi Festival

Songs of Loss and Songs of Love, Gwangju Museum of Art

Parle pour toi, Marian Goodman Gallery, Paris

Customs Made: Quotidian Practices and Everyday Rituals, curated by Livia Alexander and Nat Muller, Maraya Art Centre, Sharjah

The Politics of Food, Del fina Foundation, London

2013 Live: Compass Festival, Berlin

Tonight Disco, Frischzelle Festival, Bielefeld

Live: Frischzelle Festival, Cologne

Film Section, Art Basel in Miami Beach, Kalfayan Galleries, Miami

The Blue Route, Journeys and beauties from the Mediterranean to China, Boghossian Foundation – Villa Empain, Brussels

Everywhere but Now, curated by Adelina von Furstenberg, 4th Thessaloniki Biennale

Terms & Conditions, Singapore Art Museum

My Last Self-Portrait, Beirut Exhibition Centre

Blue, Kalfayan Galleries, Athens

Raed Yassin on Double Bass, Darat al Funun – The Khalid Shoman Foundation, Amman

New Dream Machine Project II, Parasol unit, London

Take me to the place I want to do the memories, The Running Horse, Beirut 2012

Solo, Metro Al Medina, Beirut

Arab Express, curated by Ken Kondo, Mori Art Museum, Tokyo

Carte Blanche: KRAN FILM, BOZAR-Centre for Fine Arts, Brussels

New Positions, Art Cologne's International project for promoting young artists, Cologne

Abraaj Group Art Prize, Art Dubai, Kalfayan Galleries, Dubai

Horror is universal (the end), New Museum, New York

- 2012 *You have to Swim, You have no Choice*,
Video installation, 10 min, nominated to the Sparebankstiftelsen DnB
NOR
VG Panel, video installation, 10 min, Oslo Kunstforening
- 2011 *My Father is still a Communist, Intimate Memories to be Published*.
Short film, 32 min, Commissioned by Sharjah Biennale.
- 2009 *What does not Resemble Me Looks Exactly like Me*
Collaboration with Rima Kaddissi, video 30 min
- 2008 *Faces Applauding Alone*, Video, 8 min
An Arab Comes to Town
Documentary in Denmark, 54 min, Produced by Concern film, DR2 -
Denmark
- 2007 *210 m*, Video, 11 min,
Produced by Ashkal Alwan and the European Cultural Foundation (ECF)
- 2006 *Faux-raccord*, Video, 4min,
Part of the screening series, *Under Siege*, shown in different festivals
- 2004 *Operation Nb*, Short film, 30 min,
Best Director Award for Short Film, Beirut International film festival
- 2011 *Facing Mirrors*, Museum of Photography, Thessaloniki
Kleio Projects, New York
ACVIC, Barcelona
Centre Pompidou, Paris
Sharjah Biennial 10
- 2010 Manifesta 8 Murcia
Blancpain Art Contemporain, Geneva
Offspring, De-Ateliers, Amsterdam
Home Works 5, Beirut, Lebanon
The Guild Art Gallery, Mumbai
The Guild Art Gallery, New York
- 2009 Cairo – Beirut Festival, Dusseldorf
Tetra Art Space, Fokouka
Reithalle, Bern
Hi Zero Festival, Baltimore
Zentrum Paul Klee, Bern
BAC, Beirut Art Centre
Irtijal Festival, Beirut
Sharjah Biennial 9
KRAN film space, Brussels
- 2008 Photo Cairo 4, Town House Gallery, Cairo
Ystad Art Museum
TAG, The Hague
Smart Project Space, Amsterdam
WORM, Rotterdam
Nederlands Instituut voor Mediakunst (Montevideo), Amsterdam

2007	Rote Fabrik, Zurich
	PROGR, Bern
	Tasten Festival Berlin
	Kennedy Centre Washington DC
	Chicago Cultural Centre
	Renaissance Society, Chicago
	Slought Foundation, Philadelphia
	Transmediale Festival, Berlin
	Skanu Mezs Festival, Riga
2006	Steim, Amsterdam
	Oslo International Short Film Festival
	Ystad Art Museum
	Roskilde Museum, Copenhagen
	Espace S.D. Beirut
	Rotterdam International Film Festival
	The Days of Photography, CCF, Damascus
	Melkweg, Amsterdam
	Home Works 3, Beirut

Residencies

2014	Delfna Foundation, London
2010	Delfna Foundation, London
2008	De-Ateliers, Amsterdam
2008	CIC & Town House Gallery, Cairo
2007	STEIM, Amsterdams

Grants and Prizes

2014	Sharjah Art Foundation Project Fund
2012	Abraaj Group Art Prize
2010	AFAC grant for production
2009	Fidus Award, Beirut
2008	YATF grant for production
	The Cultural Resource grant for production, Cairo