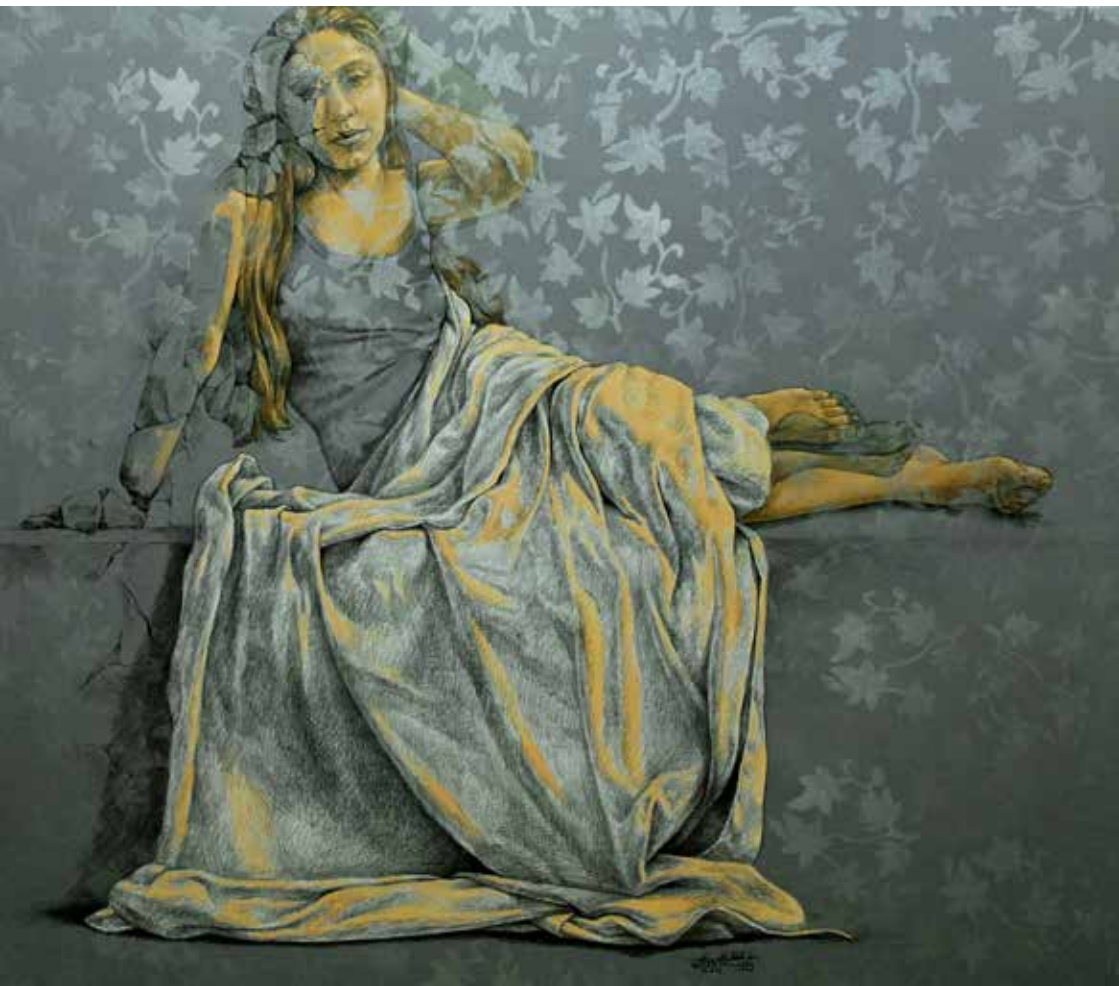


SEVEN SINS

HEND EL FALAFLY



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ART SAWA DIFC
16 DECEMBER – 11 JANUARY 2014

SEVEN SINS

Seven Sins is a thematic that addresses each and everyone, but do we know exactly what's going on? Seven Sins still reserve some mystery...Indeed, who would be able to list the seven deadly sins? And knows the origin? The ambiguity and ambivalence of the Seven Sins make us realize that a single definition of the deadly sins should not be found.

They also tend to cancel each other: If Pride compensates Envy because Envy others is to recognize that they are fewer. Lust and Greed are also contradictory... There is also the idea that a sin leads to other sins. All defects might be related to each other. Can we even say that every capital sin implies it's opposite, and, vice and virtue are mysteriously related? That together they form the humanity as the colors of the spectrum combined form the color white? Indeed, over the centuries, men, philosophers and poets gave different meanings to the same sin.

Hend Al Falafly, through this most recent body of works "Seven Sin" addresses us finally her personal definition of the subject by narrating through a series of situations, expressions and highlight her constant questioning: "What could push the man /woman fall into sin, which is not without the man who over time has been and is still found in human sins?"



I WISH TO BE
Pencil & Acrylic on canvas
130 x 150 cm , 2013



PRISONER OF HER EYES
Pencil & Acrylic on canvas
130 x 150 cm , 2013



SILENCE OF SLOTH |
Pencil & Acrylic on canvas
130 x 150 cm , 2013 |



ILLEGAL KISSES |
Pencil & Acrylic on canvas
130 x 150 cm , 2013 |



LUST OF A WOMAN |
Pencil & Acrylic on canvas
130 x 150 cm , 2013



PAPER CARD GAMING |
Pencil & Acrylic on canvas
150 x 130 cm , 2013



GREED OF POKER
Pencil & Acrylic on canvas
130 x 150 cm , 2013



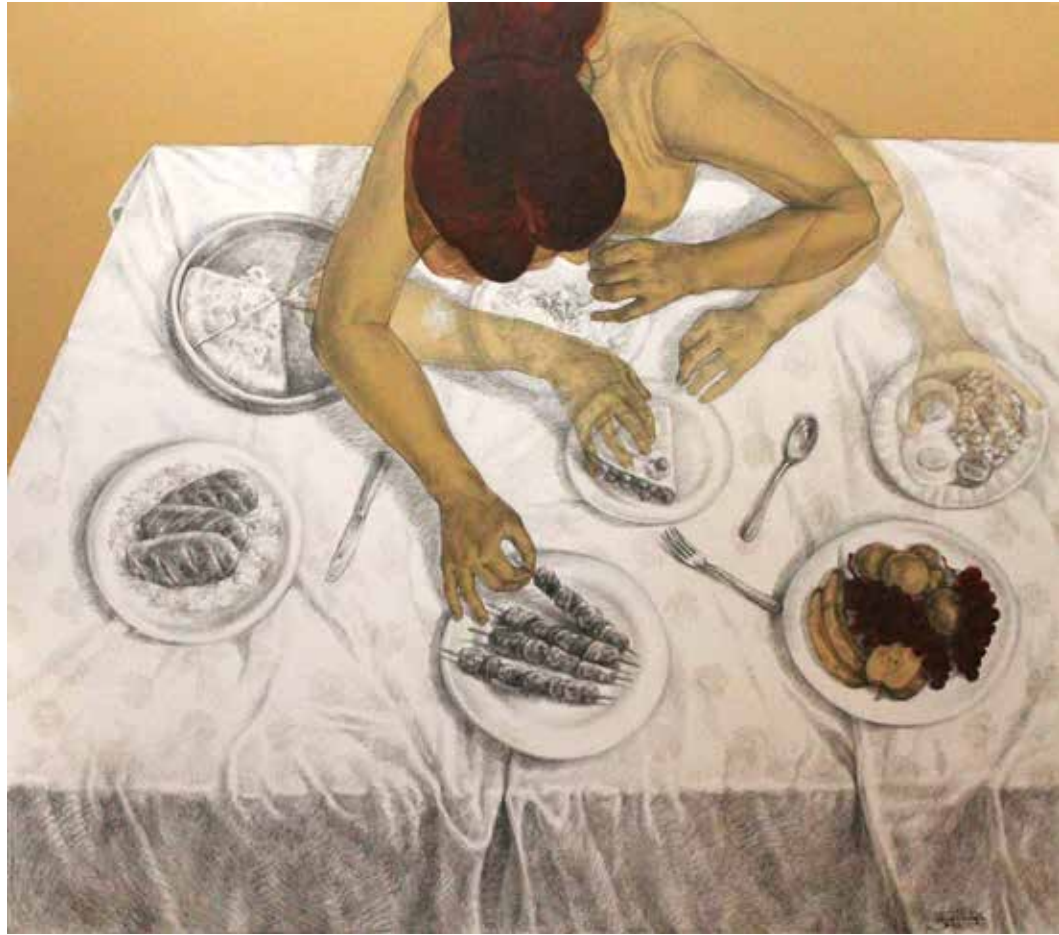
RESTRICTIONS OF SLOTH |
Pencil & Acrylic on canvas
130 x 150 cm , 2013 |



NOBODY LIKE ME
Pencil & Acrylic on canvas
130 x 150 cm , 2013



SOFT ANGER |
Pencil & Acrylic on canvas
150 x 130 cm , 2013



GLUTTONY 2 |
Pencil & Acrylic on canvas
130 x 150 cm , 2013



GLUTTONY 1 |
Pencil & Acrylic on canvas
130 x 150 cm , 2013

Questions & Answers:

How were you first exposed to art?(Through family, school, etc.)

During my childhood, my father who was an architect, he was drawing his architectural design by using colors and I got influenced just watching him till I went to school thanks to his direct influence, my drawings become distinctive from the rest of the class. Later on and always encouraged by him, I have several times participated to painting competitions and I got proudly always the first place over the years of study at the school first and college later

Tell us about your educational Background, as well as your personal background (Where were you born, grew up, lived etc.)

I was born in Cairo, and grew up in a district known for a luxurious one and rich for archeological sites .I was surrounded by a great civilization and totally influenced by its esthetics

What was your first exhibition and where?

I was 17 when I began studying art at the Faculty of Fine Arts and in year 97, I participated for the first time at the student's exhibition I was very excited to show my work in my first group exhibition to finally receive the feedback by the critics and the audience.

Well received, it was the starter for many other collective shows till I got my first solo exhibition "in Cairo" in 2004, at Biskuah Hall.

What is the inspiration behind your Work?

The common and daily life firstly inspired me, leading me to focus of the woman condition and its expression through the body language.

What are the messages you convey through your art?

My main message is themed around the woman condition in my society using the body language, the reflection of the said and non-said depicted in a very realistic expression.

Tell us about this show, SEVEN SINS?

In this body of works, "Seven Sins" the idea is to highlight human conscience and to define to my own thoughts about the human characteristics and their actions and reactions as well. I found, indeed, in the thematic "the Seven Sins a fertile material for my own creativity and the representation of the human nature and body".

How did you select the works for this exhibition?

I thought a lot about all of the attributes of the seven sins and made several sketches to the artworks after some research in how, prior ones have envisioned them I finally addressed my own vision in this serie of works.

When you choose works for a show in Dubai, are they different than works for the shows in another country? Different than for shows elsewhere?

Not really but I have to say that each body of works is a challenge to myself for a deepen exploration of an idea or a concept that I would like to translate to another level of thinking.

As you appropriate icons from local, regional, and international contexts. Do you envision these having different meanings/ messages in each context?

I, for sure, believe in the meaning of the ideas and thoughts from are different in each culture, and I realize that their perceptions can be received differently.

How does you envision you future of art on? If so how will it be accomplished?

I realize that each artist present and future depend of his/her political, social and cultural surroundings and they are be truly effective on the artist expression



HEND EL FALAFLY

Born in Cairo in 1979, lives and works in Cairo

Realism is what worries her, and that she wants to express, represent.

At first, she was able to express the Egyptian society to which she belongs and the evidence of its presence. The pencils used are the basic tools that simply express her society and their personal relationships; Hend's work is done with strong realism, which has a symbolic meaning at the same time.

Solo Exhibitions

- 2013 "Silence of Tunes" Safarkhan Art gallery, Cairo, Egypt
- 2012 "Senses & Sensibilities", Art sawa gallery, Dubai, UAE
- 2010 The Egyptian Contemporary Art, Foundation for promote the arts & creative, EMC art gallery, Nicosia, Cyprus
- 2010 Gezira Arts Center, Cairo, Egypt
- 2009 Must Art gallery, Cairo, Egypt
- 2006 Cairo Atelier, Cairo, Egypt
- 2005 Picasso art gallery, Cairo, Egypt

Workshops

- 2010 Black & white drawing Workshop (pencil) Gezira Arts Center, Cairo, Egypt.
- 2009 Assistant Artist , Cairo International Biennale 11, Project (Brave New World) Palace of Arts, Cairo Opera House, Cairo, Egypt.
- 2008 Assistant Artist , purging Project, Video &, installation ,what is happening today exhibition Team work artist/ Wael Darwish, Palace of Arts, Cairo Opera House Cairo, Egypt.
- 2007 Assistant Artist, The Present out of the Past Millennia, Kunst museum Bonn, Germany.

Prizes

- 2011 1st prize in drawing, 22thSalon of Young Artists, Cairo, Egypt.
- 2008 1st prize in logo design third world championship for University youth in squash
- 2005 Third Prize, vanguard exhibition, Cairo, Egypt
- 2004 Cairo Atelier prize, Cairo Atelier, Cairo, Egypt
- 2003 Cairo Atelier prize, Cairo Atelier, Cairo, Egypt

Public Collections

- Egyptian Museum of Modern Art
- 15th May Museum
- Alexandria Library
- New Cairo Air Port

Collective Exhibitions

- 2013 Group of Egyptian art “Lovers of Fine Arts”, garden city, Egypt
- 2012 Youth Salon 23 “The impact of the arts”, Opera House, Egypt
- 2012 Ayyam gallery auction, Dubai, UAE
- 2012 General Exhibition 34, Opera House, Cairo, Egypt
- 2012 Cala Art gallery, Zamalek, Cairo, Egypt
- 2011 Zorokan gallery, Zamalek, Cairo, Egypt
- 2011 Youth Salon 22 “The impact of the arts”, Opera House.
- 2011 The Revolution, Droup art gallery, Cairo, Egypt
- 2011-2010-2009 Salama Art gallery “small works”, Cairo, Egypt
- 2010 The 33 Egyptian National Exhibition, Museum of Contemporary Egyptian Arts, Cairo Opera House Egypt
- 2010 The Egyptian Cultural Center, Vienna, Austria.
- 2010-2004 Black & White Salon, Gezira Arts Center, Cairo, Egypt
- 2009 Diamond anniversary of the Department of Graphic Fine Arts, Faculty of Fine Arts, Cairo, Egypt
- 2009 Fine Artists Association, Cairo Opera House- Egypt
- 2009 Days Art gallery, Taha Hussein Museum, Cairo, Egypt
- 2009-2008 Khan El maghrabe Art gallery, Cairo, Egypt
- 2009-2006 Gogan art gallery, Cairo, Egypt
- 2008 Fine Art Festival, El Sawy Culture, Cairo, Egypt
- 2008 El Hanager Art gallery of Fine Arts, Cairo Opera House, Egypt

- 2007 Art gallery of Fine Arts Academy, Cairo, Egypt
- 2007 Salon gallery, Palace of Arts, Cairo Opera House, Egypt
- 2007 Creation art gallery, Cairo, Egypt
- 2005 El Gezera Fine Arts Center, Cairo, Egypt
- 2005-2003 El sawy Fine Arts Center, Cairo, Egypt
- 2005-2000 Small works Salon, Droup art gallery, Cairo, Egypt
- 2004 Youth Salon 16, Palace of Arts, Cairo Opera House, Egypt
- 2004 The Egyptian Society of Fine Arts & Graphic, Arts Center, Cairo Opera House, Egypt
- 2004 Egyptian Academy of Arts, Rome, Italy.
- 2004-2003 Fine Arts Center, Theatre Republic, Cairo, Egypt
- 2004-1997 Faculty of Fine Arts, Helwan University, Cairo, Egypt
- 2003 Metro art gallery, Cairo Opera House, Egypt
- 2003 Avant-garde Exhibition, Arts Center, Opera House, Cairo, Egypt
- 2003 Cairo Atelier, Cairo, Egypt
- 2003 National Exhibition of Fine Arts vol (28), Museum of Contemporary Art Cairo Opera House, Egypt
- 2003 Metro art gallery, Cairo Opera House Egypt
- 2003 Avant-garde Exhibition, Arts Center, Cairo Opera House, Egypt
- 2003 Cairo Atelier, Cairo, Egypt
- 2003 National Exhibition of Fine Arts vol(28), Museum of Contemporary Art Cairo Opera House- Egypt
- 2003-2002 Small artworks Salon.
- 2002 Fine Arts workshop, El Hangar Fine Arts Center, Cairo Opera House, Egypt
- 2002 Fine Artists Exhibition, Syndicate of Fine Artists. Cairo Opera House, Egypt
- 2002-1999 Vanguard theater gallery, Cairo, Egypt
- 2001 Droup art gallery. Cairo, Egypt

PO Box 212592

Dubai, UAE

T +971 4 3408660

F +971 4 3408661

E info@artsawa.com

W www.artsawa.com

artsawa

