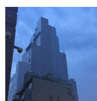




FOCUS



SHARP

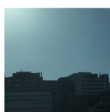


SHADOW

SYSTEM



DISTANCE



EYE 04 - 2016. Inkjet print on archival paper mounted on a plexiglass board, 105 x 140 cm.

RAD HOURANI
EYE

30.06 - 05.07.2016

CONTENTS

5	<i>EYE</i> 2016
7	PREFACE
9-16	ARTWORKS
18	EXHIBITION PLAN
19	LIST OF WORKS
20-21	ABOUT

EYE 2016

“I delved into the intricacies of the eye, seeking to understand its nuanced processes in interpreting light, darkness, form, distance, and propinquity. My aim was to capture the essence of things without the immediate urge to identify, acknowledging the human inclination to label and categorize. I sought to portray the elements around me without rigid definitions—shapes without prescribed identities, colors without predetermined associations with cities or countries.”

Rad Hourani

PREFACE

Journey into the immersive surface of Rad Hourani's *EYE* exhibition, a captivating exploration that transcends the conventional boundaries of visual perception. From June 30th to July 5th, 2016, the L40 Gallery in Berlin transforms into a canvas for a photographic and textual installation to delve into the enigmatic vision conceived by the artist.

In the *EYE* series, Rad Hourani explores the intricacies of human vision, unraveling the layers that often cloud our perception of the world. With a curiosity for the eye's function—its processing of light and darkness, its interpretation of form, distance, and propinquity—Rad sought to capture his surroundings without the imposition of customary identifications. The artist seeks to liberate the act of seeing from the shackles of categorization, allowing the viewer to engage with the world without the immediate urge to label or define.

As light touches the retina, a flow of tangible realities begins, etching itself into the tapestry of our minds. Yet, in the *EYE* series, Rad presents a departure from the familiar. He envisions a world stripped of clear imagery—a landscape where shapes and colors evade easy association with conditioned notions. Through his lens, the artist constructs a collage of architecturally framed moments from daily life across the globe. These images, deliberately decontextualized, are woven together with keywords linked to the visual process, creating a canvas of abstraction that challenges the viewer to confront unfiltered realities.

This exhibition extends an invitation to witness the unadulterated act of perception—unencumbered by preconceived ideas or the need for immediate categorization. Rad's work serves as a visual manifesto, encouraging us to appreciate the beauty of the formless, the unnamable, and the unbounded. In this space, the audience is prompted to encounter the world through an unfiltered lens, to engage in a dialogue with the raw, uncharted territories of visual experience.

As the viewer navigates the gallery space, Rad Hourani's *EYE* series serves as a guide into a realm where the act of seeing becomes a liberating experience. Embracing the challenge to perceive without labeling and allowing the imagery of this body of work to unfold before the holder's eyes.

L40 Gallery

Linienstraße 40, 2nd floor, 10119 Berlin, Germany



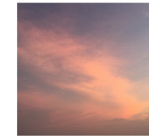
COMPLEX



PERCEPTION



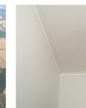
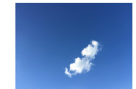
DEPTH



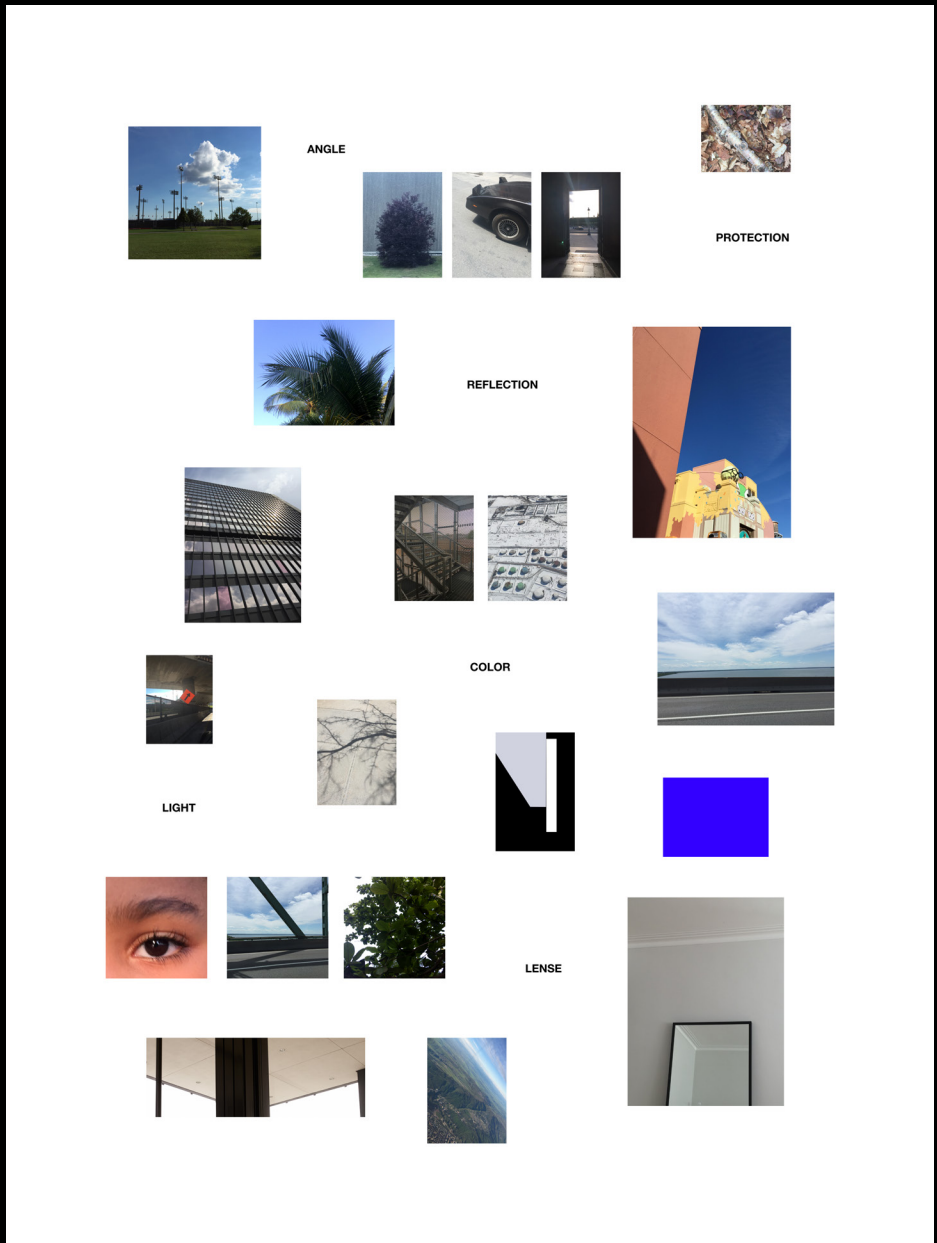
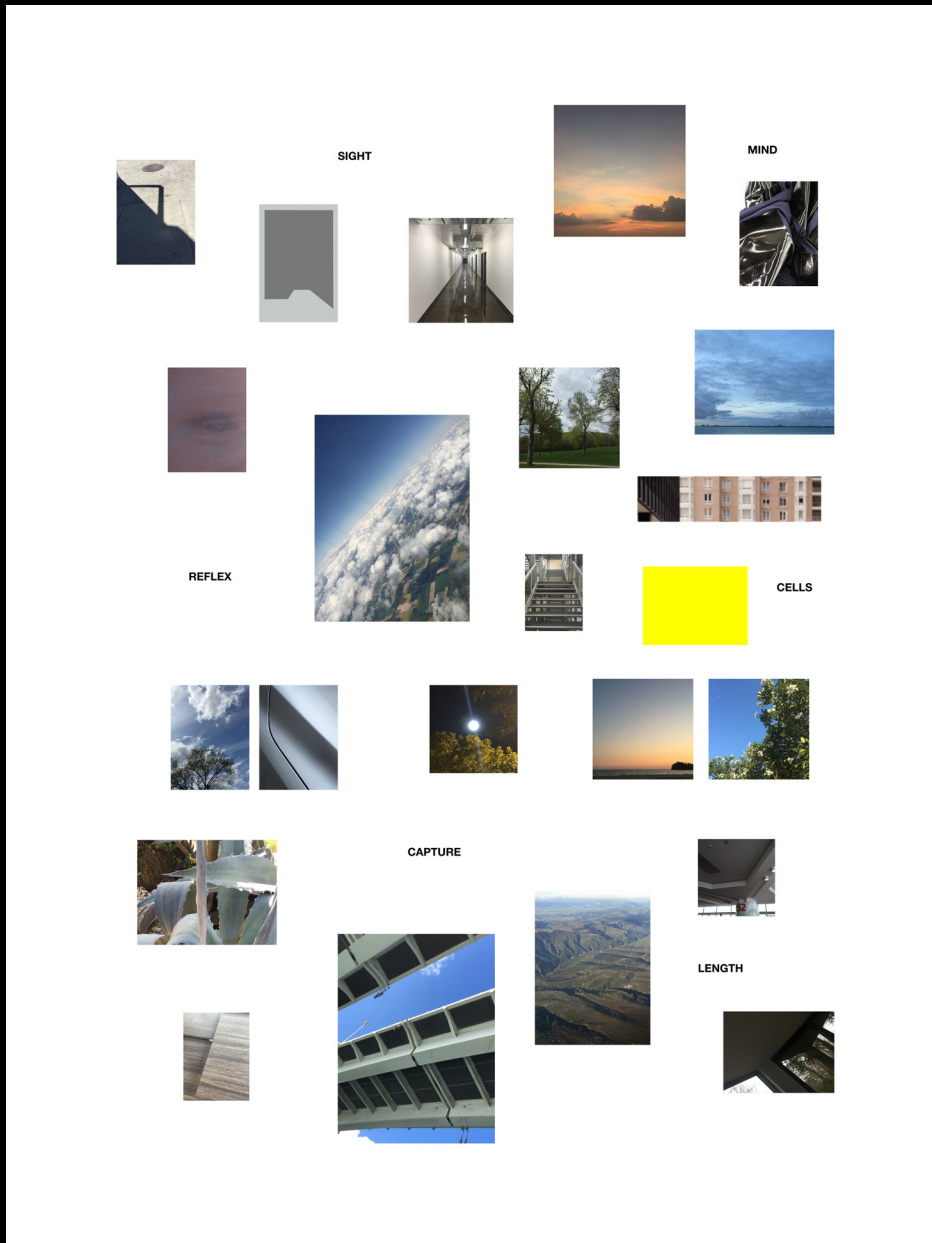
RESOLUTION



OPTIC NERVE



MECHANISM

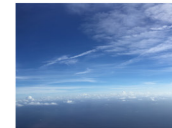
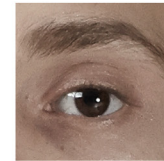


Rad Hourani, *EYE 02* – 2016
 Inkjet print on archival paper mounted on a plexiglass board, 135 x 180 cm, Ed. of 1

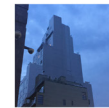
Rad Hourani, *EYE 03* – 2016
 Inkjet print on archival paper mounted on a plexiglass board, 135 x 180 cm, Ed. of 1



FOCUS



SHARP

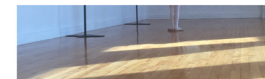
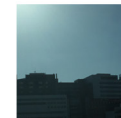
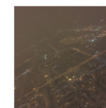


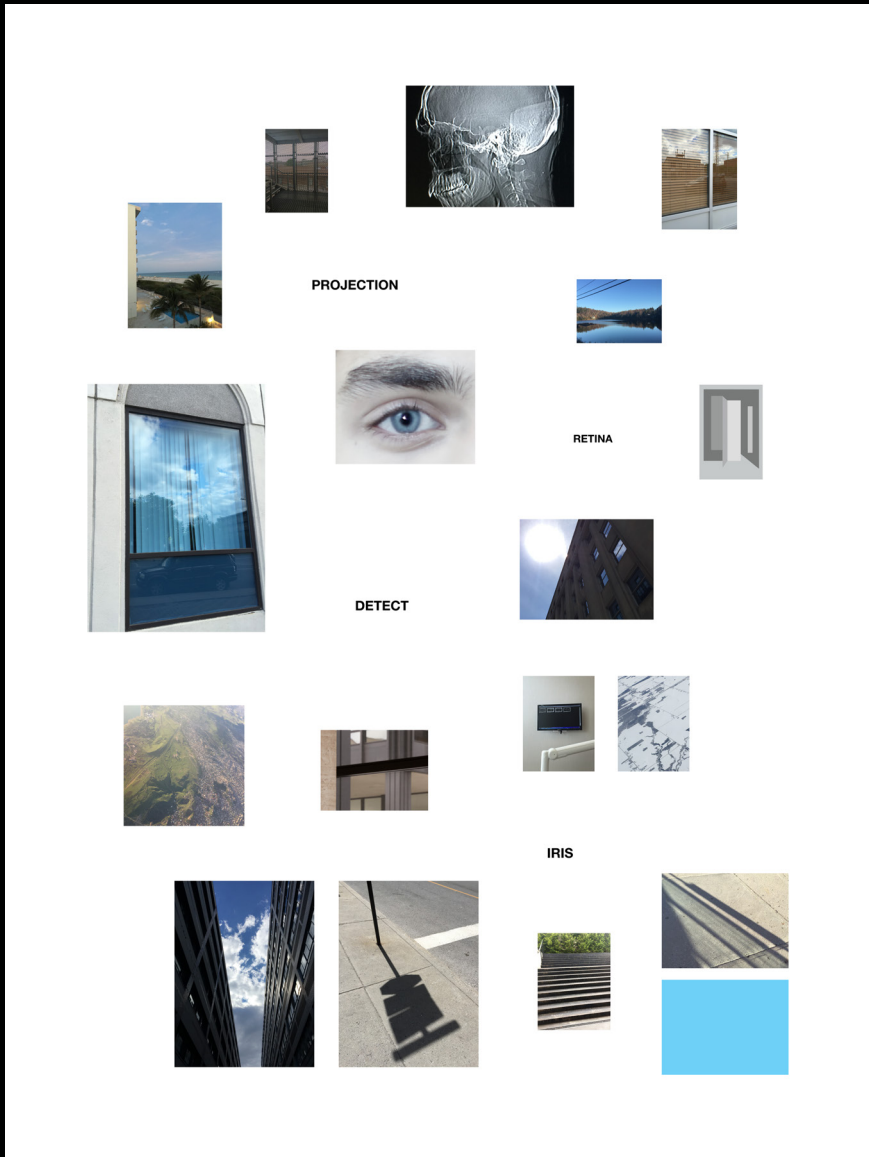
SHADOW

SYSTEM



DISTANCE

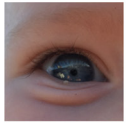




Rad Hourani, *EYE 05* – 2016
 Inkjet print on archival paper mounted on a plexiglass board, 105 x 140 cm, Ed. of 1



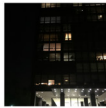
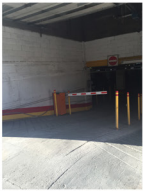
Rad Hourani, *EYE 06* – 2016
 Inkjet print on archival paper mounted on a plexiglass board, 105 x 140 cm, Ed. of 1



LANDSCAPE



PROCESS



VISION



MEMORY

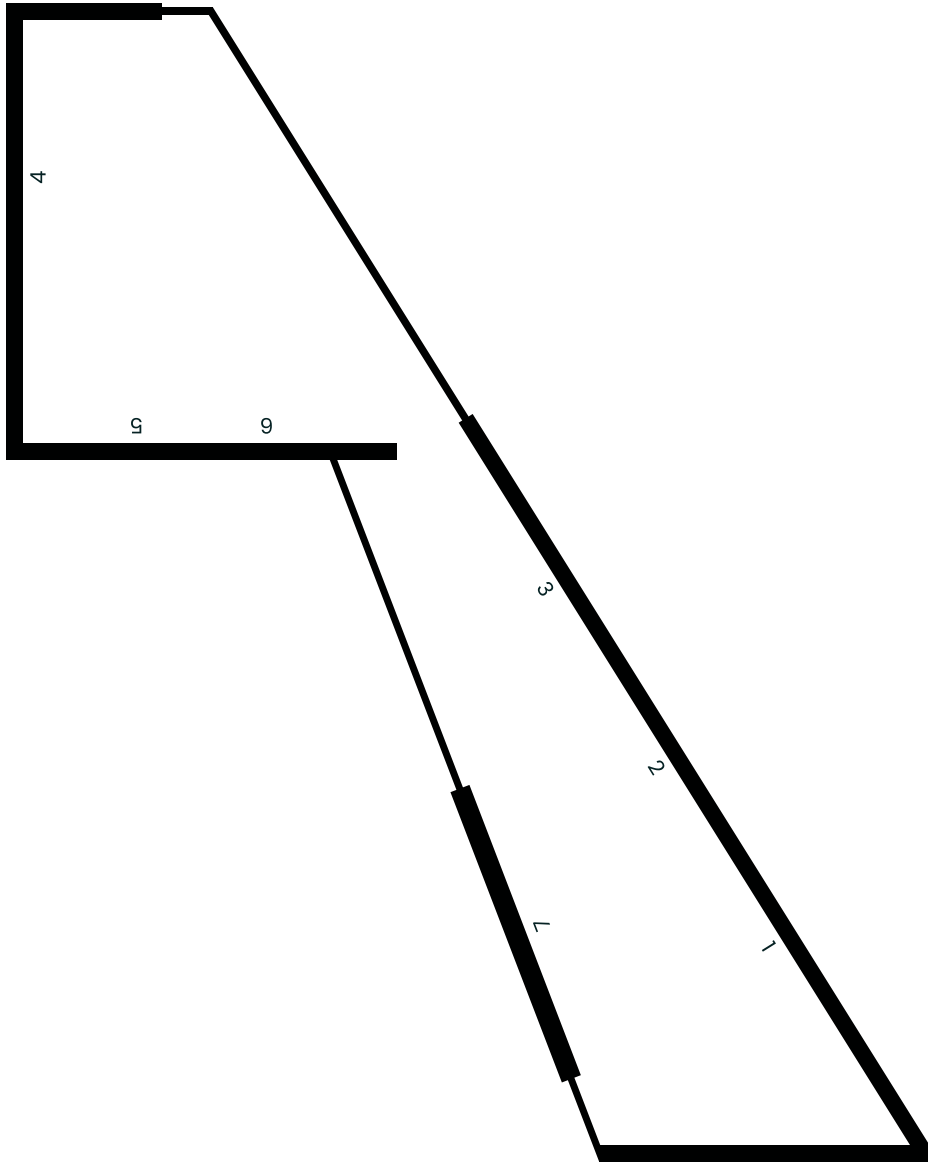


BLUE



SIZE





- 1 *EYE 01 - 2016*
Inkjet print on archival paper mounted on a plexiglass board, 135 x 180 cm, Ed. of 1

- 2 *EYE 02 - 2016*
Inkjet print on archival paper mounted on a plexiglass board, 135 x 180 cm, Ed. of 1

- 3 *EYE 03 - 2016*
Inkjet print on archival paper mounted on a plexiglass board, 135 x 180 cm, Ed. of 1

- 4 *EYE 04 - 2016*
inkjet print on archival paper mounted on a plexiglass board, 105 x 140 cm, Ed. of 1

- 5 *EYE 05 - 2016*
Inkjet print on archival paper mounted on a plexiglass board, 105 x 140 cm, Ed. of 1

- 6 *EYE 06 - 2016*
Inkjet print on archival paper mounted on a plexiglass board, 105 x 140 cm, Ed. of 1

- 7 *EYE 07 - 2016*
Inkjet print on archival paper mounted on a plexiglass board, 75 x 100 cm, Ed. of 1

EXHIBITION PLAN

Rad Hourani, a visionary and multi-disciplinary artist, transcends artistic boundaries through his innovative and thought-provoking creations. His practice encompasses sculpture, painting, architecture, photography, costume, performance, printmaking, text, sound, and video, challenging established boundaries and hierarchies. His hybrid artistic approach delves into the foundations and contexts of geopolitical, religious, sexual, and economic social systems.

Rad's early experiences grappling with questions about identity, belonging, and societal constructs laid the foundation for his groundbreaking artistic journey. From an early age, Rad observed the world's fragmentation and generalization, prompting a lifelong exploration of the labels used to code and categorize humanity.

Between 2005 and 2007, Rad Hourani achieved a historic milestone by inventing the first gender-neutral patterns and introducing a non-gendered sizing system. His dedication to gender-neutral collections reached heights with the creation and presentation of the first unisex couture collection in the history of "Haute Couture" in 2013.

Rad's transdisciplinary vision challenges institutional formalism and aesthetics, advocating for a union between disciplines. His work reflects a philosophy that questions the discriminatory bases of nationalism, racism, sexism, ageism, ableism, and authoritarianism. Rad Hourani's art challenges categorical preconceptions of identity, fostering inclusivity and dialogue on issues of inequality. Additionally, his work invites us to question the ways in which we function and to envision an existence free from limitations and conditioning.

As a non-conformist artist, innovator, researcher, architect, philosopher, and activist, Rad Hourani continues to redefine the boundaries of art, proposing, transmitting, collaborating, and nurturing a universal and inclusive idea of the arts through his activism.

Rad Hourani has exhibited globally, at the Jardins du Palais-Royal in Paris (2009), Yvon Lambert Gallery in New York (2010), Arnhem Biennale in Arnhem (2011), Palazzo Morando Museum in Milan (2011), Mannerheim Gallery in Paris (2011), I.T Gallery in Hong Kong (2012), Centre Pompidou in Paris (2012), Tate Modern in London (2013), PHI Centre in Montréal (2013), FIT Museum in New York (2014), the MU Hybrid Art House in Eindhoven (2014), Art Week in Dubai (2014), Artco Gallery in Beijing (2014), the Canadian Center for Architecture CCA in Montréal (2015), the Herning Museum of Contemporary Art in Herning (2015), the Centre Culturel Canadien in Paris (2015), Arsenal Contemporary Art in Montréal (2015), the Tbilissi Photo Festival in Tbilissi (2016), and the Cooper Hewitt Museum in New York (2016).

EXHIBITION

RAD HOURANI

EYE

30.06 - 05.07.2016

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Curator Vava

Editor Arne Ebrle

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