

DIRIMART NİŞANTAŞI

HAYAL POZANTI

.tr

MARCH 10 – APRIL 22, 2017

OPENING MARCH 9 | 18.00



Hayal Pozanti

1935

(The year IBM started its activity with one representative in Turkey)

2017

Acrylic on canvas and
oil stick

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Dirimart Nişantaşı is pleased to announce .tr, Hayal Pozanti's first solo exhibition in Turkey. The exhibition consists of paintings inspired by the history and the statistics of information technologies in Turkey.

In her work, Pozanti reveals her own cipher system, titled *Instant Paradise*, whereby numbers and letters from the English language are replaced by her own iconic alphabet. The alphabet emerged in relation to data encoding, which has become more prominent through the artist's generation. Through this, she converts phrases into abstract visual compositions. Now that the mass media has considerably shortened the time required to become familiar with an image, Pozanti is looking for ways to extend this timeframe, in others words to reverse it to the old "normal." This language that reproduces itself in countless combinations, invites the audience to pursue the patterns, which are unknown at first sight, yet evoke familiarity in time as they are repeated.

Hayal Pozanti's paintings, which are in dialogue with digital application icons, animations, and graphic designs, offer a wide range of colors. The exhibition .tr where the artist sheds light on the various milestones of the history of the information technologies in Turkey invites the audience to contemplate the colorful compositions, which are encrypted and waiting to be deciphered. In this new series of paintings created with *Instant Paradise*, a selection of significant dates such as the year IBM launched its business in Turkey, or the year of the first internet connection as well as some statistical information such as the percentage of the households with internet access are hidden.

Hayal Pozanti (b. 1983, Istanbul, Turkey) has a BA from Sabancı University and a MFA from Yale University. Her work is in the permanent collections of the Broad Art Museum in Los Angeles, the Los Angeles County Museum of Art (LACMA) and the JP Morgan Private Bank Collection. In 2015, Pozanti had her first solo museum exhibition titled *Deep Learning* at the Aldrich Contemporary Art Museum in Connecticut. Her work was also recently shown at The World Trade Center as part of Public Art Fund's 40th anniversary show as well as in group exhibitions at Western Michigan University (Michigan, 2017); The Kitchen (New York, NY, 2016); MCA Santa Barbara (CA, 2015); Cornell Fine Arts Museum (FL, 2015); Sabancı Museum (Istanbul, 2015) and Prospect 3 at the New Orleans Biennial (2014). Pozanti lives and works in New York City.

For detailed information please contact the gallery at info@dirimart.com of +90 212 291 34 34.

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Exhibition is kindly sponsored by Ferko.



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