

FIROUZ FARMANFARMAIAN
RETROPROJECTION
MARRAKECH MUSEUM



JANUARY- MARCH 2016

For a change, Firouz Farman-Farmaian has paused his unstoppable production to focus on nine images inherited from the past. His past. Behind this cypher, is there a wish to come to terms with a prestigious dynasty linked to the fall of the Shah? The introduction of a psychoanalysis permitting him to let go of an inheritance too heavy to bear? A catharsis meant to help him relinquish the idea of a homeland too often fantasized? An exit dialectic to pacify a present, overcrowded with illustrious ancestors? A political statement in an hour where the continent that has seen him come to the world is experiencing an unprecedented wave of emigration? There is by necessity all of this.

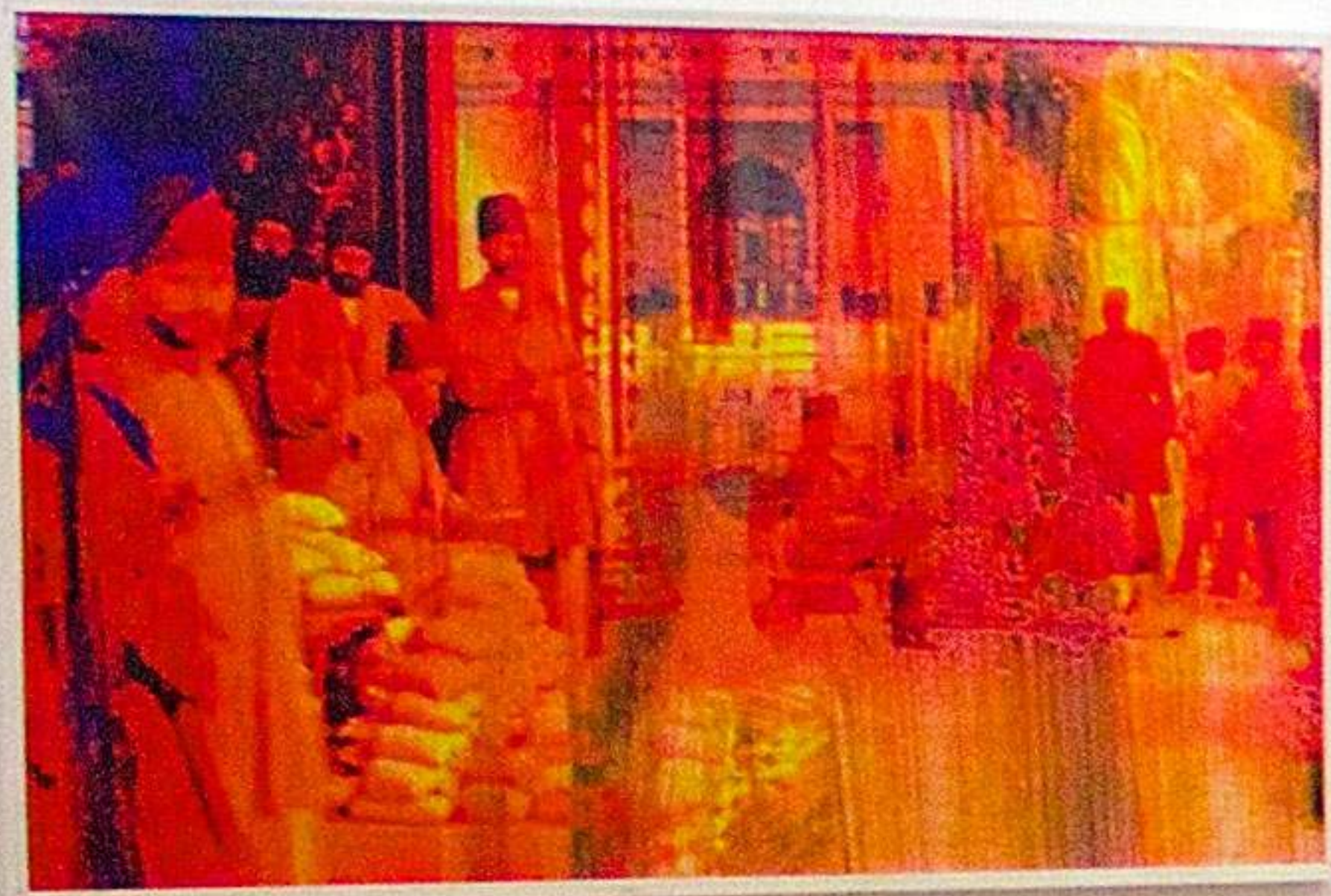
"RetroProjection is an introspection, a work on identity, one of an uprooted kid who grew up in a torn-up family completely enclosed in their own past" confirms the Swedish-Iranian Artist. Born in Tehran in 1973, tumbled around to France then to Andalusia fleeing the Islamic revolution, then separated from his parents to grow-up in the strictness of a catholic boarding-school, Firouz Farman-Farmaian keeps of his childhood a bitter taste. Would he have developed the same predispositions had he have matured in an appeasing cocoon? History won't ever tell us. On the other hand it informs us about the path of a boy gifted with unlimited appetite, who from early age tasted all forms of artistic expression. Painting, of course, but also that of street art, sculpture, film, print and not omitting music.

A Midas in his own way, this "do-it-all" has the knack of turning anything he approaches into gold. Auctioned at Drouot at the age 18 with paintings depicting the game of Polo (a reference to Dad's equestrian hobby), he will rapidly turn his back on his models, horses, to focus on alternative film. French television rejects him? An opportunity! His off format documentary 'The Gnawa Trail' will finally screen at the Musée des Arts Décoratifs in Paris for the 'Année du Maroc' . And what to say about his parenthesis on the indie-rock scene? Author and composer of Playground, he will sign three albums with indie Catalog Records and Zadig & Voltaire - Sony Music before putting a term to a promising career.

To reduce Firouz Farman-Farmaian to a dilettante personality that flies from one passion to another would be a mistake. "Media is everything and everything is media" he likes to repeat like a Mantra. "Embracing all these disciplines has saved me from the temptation to enclose myself in a reduced vision of art". His open stance to "the worlds" will lead him in his thirties to experiment on structure and immediacy. But beside his success, this iconoclast artist strongly believes that something is missing in his work. Something like soul. The missing piece will come in the form of an advice by a mentor, Fereydown Ave "Search the structure of your identity to let go the butterfly from its chrysalis". RetroProjection is the fruit of that search.

Presented first in Paris off FIAC 2015 with the Golan Rouzkhosh Gallery, the project travels from January to March 2016 to the Marrakech Museum and Biennale gaining in size and momentum. RetroProjection is based on the arduous process of work that covers - to better unveil them - the ghosts of Firouz's past. Art and technique mix around nine photographs dating to the Qajar era (end of 19th-start of 20th centuries) selected from the Smithsonian Institutes coffers. The end result is nine limited series prints measuring 100 x 150 cm and finalized on Vynil. A final series before the Artist passes from past to present. For good.

Sandra Franrenet

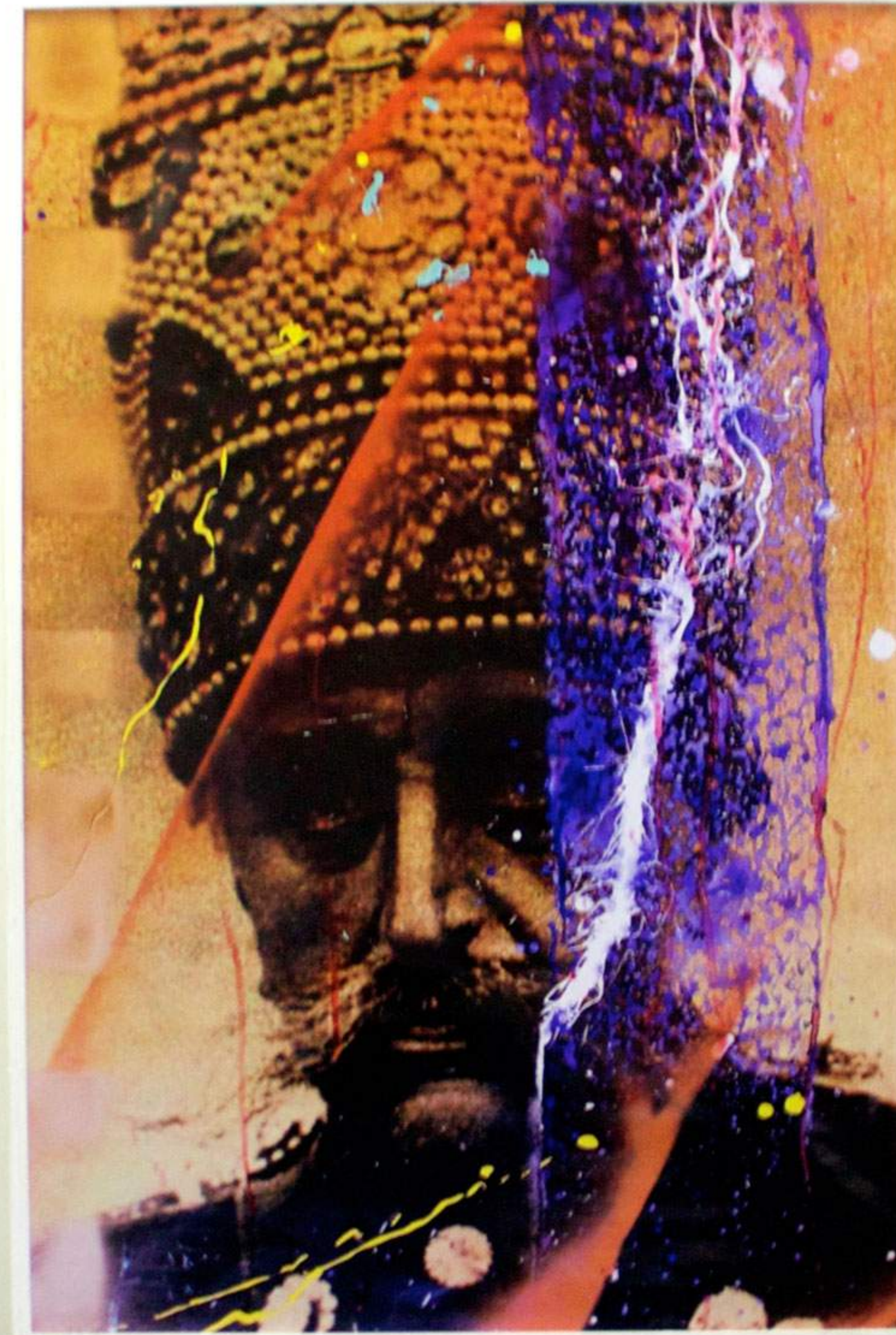


PANEL # 6
100 X 150



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PANEL # 9
100 X 150

FIROUZ FARMANFARMAIAN
RETROPROJECTION

JANUARY 4TH - MARCH 4TH 2016

MUSÉE DE MARRAKECH
FONDATION OMAR BENJELLOUN

IN COLLABORATION WITH
SOUAD LAHLOU

COURTESY OF
GALERIE GOLAN ROUZKHOSH, PARIS.
JANET RADY FINE ARTS, LONDON.

MUSÉE DE MARRAKECH
FONDATION OMAR BENJELLOUN
PLACE BEN YOUSSEF
MARRAKECH MÉDINA
TÉL.: +212 24 44 18 93

