



MEGGY RUSTAMOVA

SHE HE SHE SHE HE

OPENING FRI 11 SEPT 6 - 9 PM
SAT 12 & SUN 13 SEPT 12 - 6 PM
OPENING BRUSSELS ART DAYS

12 SEPT - 19 DEC 2015

Open on Wed: 12 - 6 pm
And by appointment
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For Bureau des Réalités, Meggy Rustamova performs a specific project, a visual and sound installation questioning the inter-subjectivity and alter-individuality in the working environment, in this case, in a corporate office.

The topic comes from a found image on an internet database corresponding to the search term “office-people”; stagecraft of a simulacrum replaying the so-called “good image” of the corporate business world whose original composition and perspectives games strangely reminded the artist of some classical painting.

Then, she re-appropriated the image by having it replayed by other protagonists (mainly a cast of people attached to the art world) to which she combined a fictional narrative built on a dialog mode interpreted by computer voices.

The melancholic and very human tone of the text contrasts with the rigidity of the anonymous computer’s voices program, whom are called Peter, Daniel, Kate and Samantha to give them a verisimilitude of humanity.

While the dialogue is evolving and becoming more and more abstract, language blurs, genres blend, She He She He, is it the first effects of burn-out, or an overflow of emotion, facing Her, Him, or a simple bug in the machine, even then our own system of thinking and existence.

The installation of Meggy Rustamova leaves us without any answer towards the hybridization and dysfunctionality of this humanity sucked into the labor and business world, rational and competitive in duality with the sensitive, individual and emphatic essence of being.

But through a paradigmatic approach, where the re-incarnated photographic image is floating in the real space, the artist reveals with tender intelligence and humour a new form of poetic thought where visual and language become Perceptions.

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Meggy Rustamova’s films, performances and installations contain an in depth poetic experience. In her work the analysis of the image – its creation, formation and staging – is very evident. Her work contains an inherent sense of humour, a soft feeling of melancholia and by times complete absurdity, which reveals a specific sensibility towards image and narrative. The stories that appear in her work are self-written and indwell an alienated tale between fiction and reality. She is thus able to accomplish an universal novel disclosed in photographic imagery. Meggy Rustamova has a multifaceted practice rather than being the type to focus on one specific media or idea.

Meggy Rustamova was born in 1985 in Tbilisi, Georgia. She lives and works in Ghent, Belgium. Recent exhibitions at Kunsthalle Wien, Vienna (2015), Kunstraum für bewegte Ideen, Düsseldorf (2015), Salzburger Kunstverein, Salzburg (2014), Belluard Bollwerk International, Fribourg (2014) Screening 6th Moscow Biennale (2015), Beursschouwburg, Brussels (2015), Tallinn Art Hall, Tallinn (2016). In 2013 Meggy Rustamova became a HISK-laureate. Her work is included in the Argos, Belfius and S.M.A.K. Collection.



We have met.

So our separation can start.

You know these people who meet other people and
are very enthusiastic about them for a while?

And then a while later they meet other people and
this starts all over again.

She hasn't looked at me in the past seven minutes.

She is afraid our eyes would meet.

He is looking for her eyes.

He is looking for his eyes.

He is looking at his glasses, to avoid looking at him.

He remembers.

He remembers clearly.