

2021

Sudden Art

Market Extra Dolce

2019-2021

ZHANNA KADYROVA

RHINOCEROS™

Established in Roma by Alda Fendi

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Courtesy of the artist and Galleria Continua

Zhanna Kadyrova was born in 1981 in Brovary, Ukraine. She lives and works in Kiev, Ukraine. Over the past ten years, the artist has attracted the attention of the public and critics by moving on the fronts of video, performance, sculpture and installation. Her work shifts styles and languages from one context to another and questions the role of the viewer. A significant part of her research is dedicated to the study of materials, their continuous reinvention and recovery. The juxtaposition of materials that differ in weight, consistency, nature, generates meanings in the political and historical sphere.

In recent years she has held solo exhibitions at Galleria Continua in Habana and San Gimignano, at the Bureau for Cultural Translations (Leipzig) and at the Kunstraum in Innsbruck (Austria), among others. He has participated in group exhibitions in the following institutions: Garage (Moscow); Center Georges Pompidou (Paris); Ludwig Museum (Budapest), Centquatre (Paris); Ukrainian Pavilion at the 55th and 56th Venice Biennale; Badischer Kunstverein (Karlsruhe); Polish Institute (Düsseldorf); Saatchi Gallery (London); Architekturzentrum (Vienna); Kunstraum Lakeside (Klagenfurt);

Zimmerstraße (Berlin); Moscow Museum (Moscow); Palais de Tokyo (Paris); Izolyatsia, Platform for Cultural Initiatives and Donetsk Museum of Modern Art, Warsaw, and others. He won the Miami Beach Pulse Prize and the PinchukArtCentre Prize in 2011 and the Kazimir Malevich Artist Award in 2013. In 2019 he took part in the 58th International Exhibition of the Venice Biennale curated by Ralph Rugoff and in the Ljubljana Graphic Biennale, organized by Slavi and Tatari.

MARKET

The artist makes performances at art fairs, where she sells sets of local products made of concrete, ceramic tiles, natural stone of suitable texture and color.

Selling the art object by weight (where the price depends on the local currency rate), Kadyrova reveals the inner conflict between the art market and art-as-a-product.

Versions of the projects were realized during PULSE Miami Beach, USA (2018), Kyiv Art Week, Ukraine (2018), and ART Monte Carlo, Monaco (2017).

Da RETHINKING PLACES

Kateryna Badianova, art critic / independent researcher

In her "Market" (since 2017) project Kadyrova puts emphasis on the ideological and economic conditions of creating art for such institutions as art fairs. The artist makes performances at art fairs selling various items, which are quite ordinary, but still have local peculiarity.

Concerned about form not less than context, she sells sets of sausages, canned jam, fruits, and vegetables, but made of concrete, tile, and natural stone of suitable colour and texture. "Market" performances "demonstrate" the way contemporary art is evaluated on the art market, and the overall process of turning use value into exchange value (notably, the price varies depending on the local currency).

Layering one medium of expression on the other, creating a play of literal meaning and links, mixing the factual and the fictitious, Kadyrova gets truly critical pleasure from these actions, with their almost imperceptible and ironically clear shifts.

Her works are a double play of monumentality and contra-monumentality, sense and non-sense, emptiness and fullness, expressiveness and conceptuality. Through collecting objects and forms of mass culture abandoned in the dust of public space, and perceiving them as relevant cultural elements, repairing things that otherwise would be treated as waste, turning them into art objects and installing them at the same site, the artist rethinks physical spaces, as well as the spaces of daily life.

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