

**2020**

# Frequency

**SULTAN BIN FAHAD**

**RHINOCEROS™**

Established in Roma by Alda Fendi

From 16 October to 10 December the rhinoceros gallery is hosting *Frequency*, the first solo show by Saudi artist Sultan bin Fahad in Rome.

On display in the gallery spaces of the rhinoceros, the new art hub designed by Jean Nouvel for Alda Fendi, are six site-specific installations.

Rome 16 october - 10 december 2020



*I am convinced that Rome must have the capacity to renew itself by tapping into its history and its immense artistic, architectural and cultural heritage. The future is experimentation. It must be inspired by what was achieved in the past, drawing energy and nourishment from it.*

## **Alda Fendi**

*My idea is that of being in a place of worship where the individual relates to their feelings. The dimension of feeling is profoundly intimate, a dimension in which every individual relates personally with their sensations and with the elements of the environment in which they find themselves.*

*I like to think that this intimate moment is expressed through contact with water, tastes, scents, touch, silence, light, like being immersed in a personal and private dimension in which the human being relates to transcendence.*

*I like thinking, trying to abstract and represent feeling, the emotions that each of us feels when entering a holy place, where it is possible to express the sensations and questions of one's lived experience. And it is precisely thanks to my experience that I have recounted the journey to two holy places: Mecca and Medina. In truth it is the starting point for a timeless and placeless journey in which people can find themselves united in the search for the root of their being and existence.*

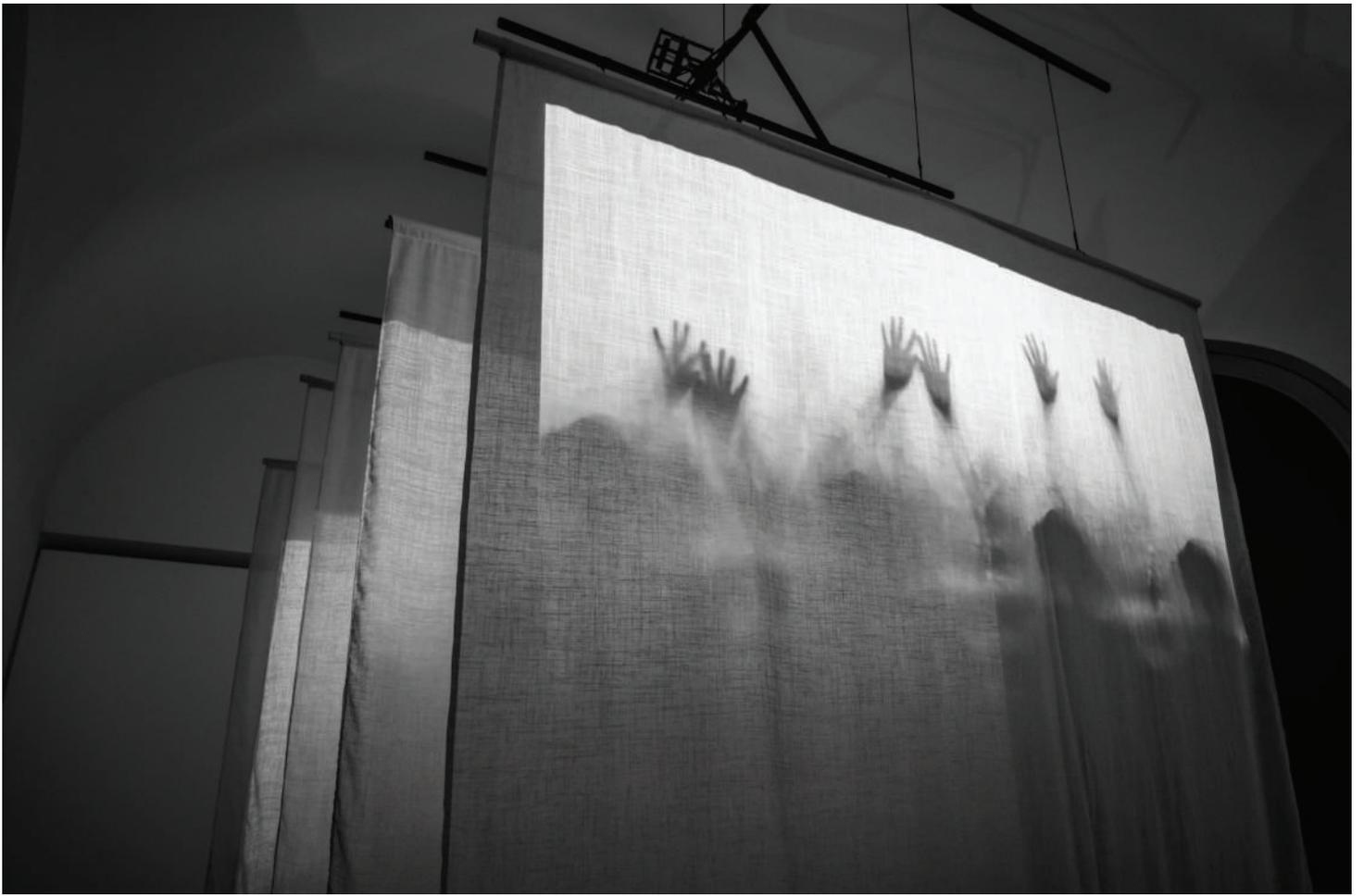
*The journey I describe is the journey towards the place of the heart, the temple of deepest feelings. You do not look at or hear what other people are feeling or doing. You are alone with yourself, precisely in the moment in which you are looking for the greatest sensation of humanity and belonging.*

*White Noise is the deafening sound of the silence in which the voices of humanity gather together in a moment; it is the mist that blurs images to reconnect them to their essence. Frequency speaks of a deeply intimate and human journey in which the attention is on what we experience and feel, as we do when, alone, we contemplate the sky. Frequency is essence, it is the universal message, the dimension in which we can encounter both ourselves and the Divine.*

*The rooms of the rhinoceros gallery trap all this in a circumscribed physical space.*

*Entering it is an act of faith, of quest and of an encounter with presences that evoke a sense of the infinite. I wanted to reconstruct all this through distinct spaces that recount in sequence the intimacy of the history of each one of us: ritual, sign, voice, hands, water, white noise.*

## **Sultan bin Fahad**



## RELIGION AND ART IN THE ARABIAN PENINSULA

The six installations by Sultan bin Fahad relate and repaint the perimeter of spirituality narrated and experienced by the artist.

A journey towards the place of the heart, as he himself likes to put it, the temple of feelings, where everyone is ultimately alone in search of their own immortality, close to the deepest sense of their existence. A short, intense exhibition route which, through a sequence punctuated by the rooms of the palazzo rhinoceros, aim to convey sensations and resonances arising from simple gestures observed and almost smelt by viewers.

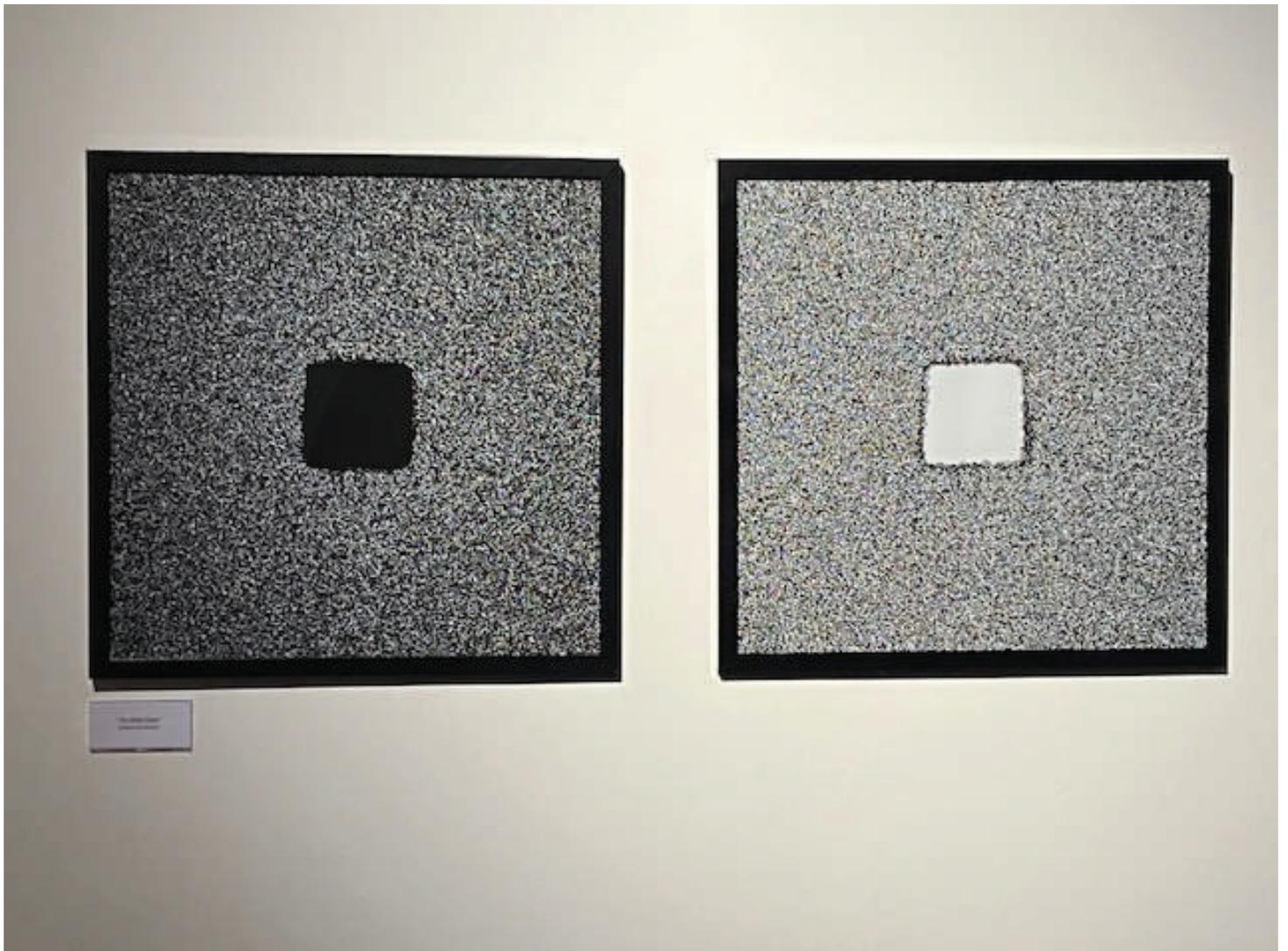
The exhibition suggests a direction in tracing the physical and metaphorical dimension of the long journey that humans embark upon whenever they try to establish contact with the Superior.

Sultan bin Fahad's journey is, in truth, the one taken by the individual to the roots of humanity, and it is truly special to think that this eternal movement of spirit began precisely in the places where Sultan grew up and trained.

In this sense, Sultan's poetics is not just an expression of his human and cultural sensibility. It also draws on the tradition of a geographic region and of peoples that represent the birthplace of fundamental anthropological concepts that permeated Greek and Latin culture and that of the principal eastern cultures. It was in the Arabian Peninsula, in fact, that our most distant ancestors began to relate to their own existence through the loss of their loved ones.

Naturally, the cult of the dead sprang up, a holy and primordial moment in which human beings rebelled against the sense of their transient existence and looked to the heavens. The analysis of the ritualism stemming from this gives us the possibility to delimit and create a reflection on the syntax of concepts.

It is worth referring to the semantic root of this, in order to define a rainbow of tonalities: the concept of religious spirituality, the concept of art, of luxury, through to the concept of fashion.



These definitions review the design of humanity and of communities, painting it without ever stopping. Through the rituals associated with the cult of the dead, humans began to enter into contact with the Superior and materialized this relationship by creating objects which, due to their preciousness and multisensorial nature, were defined as works of art. Religion and the art that came into being around it share an aspiration towards the eternal, the immortal, the absolute.

Sultan bin Fahad is a product of this fascinating and spiritually charged land.

# RHINOCEROS™

Established in Roma by Alda Fendi

CONFIDENTIALITY NOTE: Any taking, of any action in, dissemination, or information of this