

NAHMAD PROJECTS

Press Release – 04.04.16

I am NOT tino sehgal*

A Concept by Francesco Bonami

10 JUNE - 20 JULY 2016

Gallery Opening and Private View | 9 June 6-9PM

For its inaugural show this summer, Nahmad Projects is pleased to announce its collaboration with renowned curator Francesco Bonami. *I am NOT tino sehgal*, running from 10 June to 20 July, will be the gallery's first experimental project and the first in a series to bring new energy to Mayfair's artistic landscape.

Bonami explains: 'the idea to create a project inspired by the work of German artist Tino Sehgal has been on my mind for quite a while, even though Tino Sehgal himself is not involved in the exhibition. I am reflecting on a century of contemporary art that began in 1917 with Duchamp's *Fountain* and unravelled until now with a continuous debate about the art object and its absence or disappearance. Tino Sehgal's practice questions many issues related to our contemporary relationship with art, image production and distribution, with the market and with the mere exchange of commodities through different means, both symbolic and monetary. Tino Sehgal was revolutionary in dematerialising art, making us reflect on what art is, who creates it, and who owns it. This exhibition aims to take these ideas even further. I feel that to test the concept of *I am NOT tino sehgal* in a gallery with a name associated with the market could be a very interesting exercise to see if experiments are still allowed in today's art world and artistic production. My idea here is to investigate through the work of other artists whether a practice like this can still respond to the criteria of art production, exhibition and distribution. If Tino Sehgal's works are 'constructed situations', *I am NOT tino sehgal* will be an exercise in deconstructing this idea and see where it ends up, if anywhere at all. Our project should be perceived as an homage to one of the most radical artists of our time. We aim to raise questions and hopefully to also produce some fun.'

Young artists from around the world will be invited to submit an original script inspired by Tino Sehgal's practice via a 'Call for Artists' to be launched on 4 April. The worldwide 'Call for Artists' will be open to individuals aged 20-35, including students from art schools. Thirty scripts will be selected by Bonami and Nahmad Projects, following specific selection criteria and requirements set out in the 'Call for Artists', and will form the seed of a set of thirty unique performances. *I am NOT tino sehgal* will be in perpetual motion, with one performance showcased every day over 30 days.

Introducing unconventional exhibition models and offering visitors a fresh artistic experience in Mayfair are part of Nahmad Projects' mission. As Joseph Nahmad comments: 'with this project, our aim is to radically look towards the future, to invite young artists to bring life to our space with thought-provoking and stimulating projects, to raise essential questions about art and bring a sense of fun in a gallery environment. I think visitors will experience something completely new here.'

Notes to Editor

*Please note that artist Tino Sehgal is not involved himself in any aspect of this project.

About Nahmad Projects

Nahmad Projects is a new contemporary art gallery run by London-based Joseph Nahmad, in collaboration with former Sotheby's Tommaso Calabro, to open on 9th June.

Nahmad Projects aims to bring a radical edge to Mayfair's contemporary art scene through an innovative program of multidisciplinary exhibitions, from performances to site-specific art installations. Its objective is to contribute to contemporary culture by investigating and challenging the boundaries of contemporary art practice. Emerging and established artists from around the world, together with leading international curators will be invited to reflect upon the most pressing issues surrounding contemporary art today.

Joseph Nahmad

Joseph Nahmad was born in London in 1988. He is the younger brother of Helly Nahmad based in London (and must not be confused with his cousin Joe Nahmad based in New York). He studied at the American School in London before attending Regents Business School (RBS) where he studied business and business law. He then studied Art History through family affairs and attended the classes of art historian John-Paul Stonard. Joseph attended auctions across the world from the age of 10. While passionate about modern art, he has always been particularly interested in the production of contemporary art, the latest creative practices and production trends used by artists of his generation. Nahmad Projects will be a platform to showcase the fascinating and multiple ways artists today use new media to realise their vision.

Tommaso Calabro

Tommaso Calabro was born in 1990. He was educated at Bocconi University, Milan, where he obtained a Bachelor's Degree in Economics and Management for Arts, Culture and Communication and at Koç University of Istanbul, where he studied Museology. In 2014 he completed a Master's Degree in History of Art at The Courtauld Institute of Art in London and he is currently enrolled in an MA in Arts & Cultural Management at King's College, London. In recent years he has lectured in the Art Market at Bocconi University, Milan and worked as Project Coordinator at Sotheby's Milan and London. In November 2015 Calabro was approached by Joseph Nahmad to join forces and collaborate on Nahmad Projects.

Practical details

Nahmad Projects

2 Cork Street

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Opening times: Tuesday – Saturday, 10AM-6PM

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