

LEILA HELLER.

"Rachel Lee Hovnanian's first solo exhibition in Seravezza." *Finestre sull'Arte*. (July 19, 2019).



Rachel Lee Hovnanian's first solo exhibition in Seravezza

The Mediceo Palace of Seravezza hosts from 20 July to 15 September 2019, the first Italian American artist Rachel Lee Hovnanian, titled *Open Secrets*.

Curated by Annalisa Bugliani and organized by the Pechersky Family Foundation (London) in collaboration with Galleria Poggiali and Fondazione Terre Medicee, the exhibition will trace the last ten years of her artistic production. Her art is a combination of painting, sculpture, interactive installations, works on paper and video art.

The exhibition intends to propose a personal artistic research on the dependence on social media and on the abuse of substances, such as alcohol, and the pressures of contemporary society through a female goal. Social issues are then addressed that highlight the dichotomy between personal value systems and public image, exploring her previous project, *Perfect Baby Showroom*.

There will be 31 works that will ironically highlight the hyperconnectivity of today's society: the *Too Good to be True series*, the *Swipe Left* installation, *Swipe Right* and the monumental *Beauty Queen Totem*, a large marble sculpture placed in the lawn in front of the Palace with which the artist expresses the idea that our conceptions of beauty are encoded as touchstones of social power. And again, the *Dinner for Two* installation: a long dining table with two diners sitting at both ends; rather than looking at each other, they spend most of their time looking at their phones. With the *CREEPS* video installation the artist tells how we offer our personal information in exchange for participating in the virtual square, while with the *Happy Hour series*, *House of Empty Bottles* and the *Taped Shut* sculpture, he expresses his dramatic personal experience of a woman raised in a family where the effects of addiction, in this case alcohol, have been concealed by direct social pressures to offer an image of perfection.

"I conceived and created this exhibition to start complex dialogues about modern relations with technology. With my works I want to challenge viewers to confront themselves with the future potential of digital communication, and on the role that humanity will be able to play," said the artist.

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Open Secrets also proposes collateral events in other places of the Versilia: the Poggiali Gallery in Pietrasanta exhibits until the 26th of July the *Silenzio* exhibition with a series of rigorously white works, which allude to the theme of whiteness and naturalness. The artist's works will also be visible in Forte dei Marmi at the Boutique Malo and in Piazza Tonini.

For info: www.palazzomediceo.it

Hours: Every day from 17 to 23.

Tickets: Full 7 euros, reduced 5 euros.



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