



## **Rachel Lee Hovnanian**

### ***Details***

Rachel Lee Hovnanian  
“Poor Teddy MB”  
December 1 – 8, 2014  
Shelborne Wyndham Grand South Beach  
1801 Collins Avenue  
Miami Beach, FL 33139

### **Shelborne Project Description:**

For the 2014 edition of Art Basel Miami Beach, Rachel Lee Hovnanian will present “Poor Teddy MB,” a site-specific installation of 300 teddy bears, presented in the lobby of the Shelborne Wyndham Grand South Beach. Standing around 8 feet tall, “Poor Teddy MB” features a despondent brown teddy bear hanging from a noose above a heap of emotionally discarded teddy bears. The installation asks: “Who needs a teddy when you’ve got a smart phone?” In a world of digital devices, teddy bears have become obsolete – dead. In an attempt to highlight our difficulty in unplugging, “Poor Teddy MB,” invites guests of the hotel to participate by responding to the installation via social media.

### **Social Media**

#PoorTeddy  
#RLH  
@racheleehovnanian  
#ShelborneArt  
@Shelbornesobe

### **Biography:**

Born in Parkersburg, West Virginia and raised in Houston, Texas, Rachel Lee Hovnanian is a New York-based artist whose multidisciplinary practice explores notions of narcissism, beauty obsession, intimacy, and society’s alienating addiction to modern technological advances and media. Her ambitious exhibitions (*Plastic Perfect* and *Mud Pie*) and installations (“Instant Gratification,” “Café,” and “Dinner For Two”) compel viewers to confront their dependency on smart phones, tablets and computers, and the impact it has on their personal relationships and perception of reality. Her earlier works address stereotypical ideas of beauty (*Power & Burden of Beauty*) and the cultural norms that uphold them (*Preservation of the Narcissus*), as well as the emotional, psychological and societal effects on those in pursuit of surface perfection. Whether it is a sculpture, photograph, video or a monumental installation, Hovnanian’s exhibitions necessitate the type of participation that finds viewers completing *and* becoming the work.

Hovnanian received her BFA from the University of Texas, Austin, and has since exhibited internationally in both solo and group exhibitions in the United States, Asia, Europe and the Middle East. Her recent solo exhibitions have been held at Leila Heller Gallery, New York; Pechersky Gallery, Moscow; Joyce Gallery, Beijing; and Foundation Pons, Barcelona. In addition, Hovnanian has been widely shown in group exhibitions including the Parasol Unit in London; Des Moines Art Center, Des Moines; Manarat al Saadivat, Abu Dhabi and at Loretta Howard Gallery, New York, in an exhibition curated by Beth Rudin DeWoody. Hovnanian’s artwork has been featured in numerous publications such as *The New York Times*, *WWD*, *Wall Street Journal Europe*, *Vogue*, *Interview*, *Tatler*, *Food & Wine*, *ARTnews*, *Modern Painters*, *Hyperallergic* and *BOMB*.