

LES NARCISSE

ALEXANDRE OUAIRY
SOLO EXHIBITION

VERNISSAGE 14.NOV.2019 @5PM
IN PRESENCE OF THE ARTIST

15.NOV.2019 - 18.JAN.2019
THU. - SAT., 2PM - 6PM

BRUSSELS

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ifa gallery is pleased to present Alexandre Ouairy third solo exhibition in Brussels.

1 ‘The mind of a painter should be like a mirror [...]’ advised Leonardo da Vinci.

In his new body of work, Alexandre Ouairy invites us to reflect on ourselves and the meaning of the representation in art.

In the age of social media and selfie craving, what are we really looking at – or for – when we observe an image?

In “Les Narcisse”, the canvas – some non-reflective glasses – become transparent. The medium itself disappears, leaving a floating image reflected by a mirror paint. At first, the viewer does not necessary see his/her own reflection, but what the mirror reflects depending of the viewer position in the room.

The viewer becomes actor as he/she can decide what to observe, and leaving no choice but a frontal confrontation with his/her own image when facing the work. The painting itself is relegating to a second plan.

An interplay between observation and “being observed” is initiated. One can simultaneously be viewed, and become conscious of his/her own act of observation. And the overall principle of image representation is gone, as what the work reflects can only happen once for each unique viewer, leaving him/her with only a moment of reflection – both literal and metaphysical.

With Ouairy’s work, what seems to be is not. The works echo the series *The Aesthetics of Chaos*, Ouairy’s previous show at ifa gallery in 2016, where black monochromes revealed an actual black on black photography for viewers patient enough to let their eyes adapt to the precise duotone colorimetry.



CHANDELIER
2018

TORCH LAMPS
60x60x50CM | 23^{5/8}x23^{5/8}x19^{11/16}”

1980 NANTES, FRANCE



Alexandre Ouairy is a French artist born in Nantes, currently living and working in Shanghai.

Ouairy studied at the Arts department of Shanghai University and he is a graduate at the National Superior Art School of Grenoble, France in 2004.

This multidisciplinary artist develops an art focussed on the connections between thought processes and artistic creativity. Interested by the laws and codes that regulate the worlds of design, urbanism and social behaviour, he attempts to bypass the traditional and unalterable structures of society and of the market.

The artistic work of Alexandre Ouairy reinvents visual codes with the aim of revealing that which cannot be seen, or offering a different perception of reality. His paintings and installations unfold not only a new visual experimentation but also a conceptual investigation.

The name Tao Hongjing might be familiar to those who have been interested in the Chinese art scene.

Tao was Ouairy's fictional creation in China for 10 years, exhibiting in some major galleries, with artworks amongst important collections, until Ouairy killed his alter ego marking an end to this deceptive concept 4 years ago.

Alexandre Ouairy has taken part in exhibitions including the Lyon Biennial, GNS (Palais de Tokyo, Paris), and the Moscow Museum of Contemporary Art.

PERSONAL EXHIBITIONS

- 2019** 'LES NARCISSE', IFA GALLERY, BRUSSELS, BELGIUM
- 2017** 'AO/TAO', AEDAEN GALLERY, STRASBOURG, FRANCE
- 2016** 'THE AESTHETIC OF CHAOS', IFA GALLERY, BRUSSELS, BELGIUM
- 2015** 'DEATH IS GOING HOME', RED GATE GALLERY, BEIJING, CHINA
- 2015** 'DEATH IS GOING HOME', SHUN ART GALLERY, SHANGHAI, CHINA
- 2015** 'COLLECTIVE DELIRIUM - PART II', IFA GALLERY, BRUSSELS, BELGIUM
- 2014** 'COLLECTIVE DELIRIUM - PART I', IFA GALLERY, SHANGHAI, CHINA
- 2014** 'SAFETY FIRST', MEOU ART CENTRE, SHANGHAI, CHINA
- 2014** 'MONO', SHUN ART GALLERY, SHANGHAI, CHINA
- 2013** 'STAMPING OUT', STUDIO ROUGE ON THE BUND, SHANGHAI, CHINA
- 2013** 'RETROSPECTIVE', STUDIO ROUGE, HONG KONG, CHINA
- 2012** 'MOVING A CANON TO THE CENTRAL COLUMN', BAZAAR, SHANGHAI, CHINA
- 2010** 'TO GET RICH IS GLORIOUS', STUDIO ROUGE AT THE BUND, SHANGHAI, CHINA
- 2010** 'BEYOND THE PATH OF MADNESS', DYAPORAMA, TOKYO, JAPAN
- 2009** 'SEND ME TO KOLN', AMSPACE, SHANGHAI, CHINA



NARCISSE
2017

SILK-PRINT ON NON-REFLECTIVE GLASS
180x100x2.4cm | 70^{7/8}x39^{3/8}x15^{15/16}''

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