

REFRESHMENT

Muhammad Zeeshan

Exploring the concept of commercial art by challenging the opposition between art for money and art for people, critically acclaimed visual artist Muhammad Zeeshan has set about creating an installation at Sanat Gallery, on the occasion of Pakistan's 70th Independence Day. Playing around with the colours of our national emblem - green and white - a structure of shelves will transform into the flag of Pakistan, through strategically placed green and white cans of Pakola - a soft-drink produced and packaged



right in Pakistan. The audience will be encouraged to take a can of the much-loved soda.

Inspired by a conversation he had with a fellow artist, Zeeshan's been compelled to look closely at the term commercial art. "...Everything in the installation is based on commercial activity, yet my work is not for sale. So why does selling one's work alone mean consumerist art?", Zeeshan explains, posing an important question. He further elaborates that the installation also looks at the relationship and role that audience plays in how art is understood, and/or consumed.

Muhammad Zeeshan (BFA, NCA Lahore, 2003) is an internationally acclaimed visual artist who is currently an adjunct faculty at Indus Valley School of Art & Architecture, Karachi, Pakistan. He has several gallery, art fair, museum and institutional exhibitions to his credit including exhibitions at Nasher Museum of Art at Duke University, Herbert F. Johnson Museum at Cornell University, Abbot Hall Art Gallery at Kendal, Pacific Asia Art Museum at Pasadena, Art Gallery of Mississauga, British Museum, Gemak/Gemeente Museum, Fukuoka Asian Art Museum and Metropolitan Museum at Tokyo. His works are a part of the permanent collection of British Museum, Fukuoka Asian Art Museum, Pacific Asia Art Museum, Pasadena and The Metropolitan Museum of Art, New York.

REFRESHMENT

Muhammad Zeeshan

August 14, 2017

5 - 8 pm

Publisher

Sanat Publications

F-39-1/A, Block IV, Clifton

Karachi, Pakistan

Printer

The Times Press (Private) Limited

All rights reserved. No part of this publication may be reproduced in any form or by any means without the prior permission in writing of the publisher.

