



HELIDON GJERGJI
Silica

From 17th gennaio to 22nd marzo 2008

On Thursday, 17th January the gallery Ciocca Arte Contemporanea is pleased to inaugurate the second solo show of Helidon Gjergji, the Albanian artist born in Tirana and living between Chicago and New York.

Internationally known for his reflections on the contemporaneity of painting and the role of television in contemporary society, Gjergji presents a new variation of the installation *Silica*, already exposed at the latest Venice Biennale, in the Albanian Pavillion, organized by Bonnie Clearwater (director and chief curator at Museum of Contemporary Art of Miami).

A mass of sand dunes welcomes visitors, turning the gallery into a mental space; five TV sets emerge from the sand, broadcasting random programmes whose images refract along the jagged and materic surface of the television screen.

Like ruins from an archaeological site, the work seems to evoke the remains of our contemporary culture, while the sand, like a shroud, plays the dual role of both burial and birth site of its simulacra.

Silica reminds us of the great installations of Land art and arte povera, where visual and aesthetical research was accompanied by an important social and political commitment. Manifestly the same kind of research unite Helidon Gjergji and Robert Smithson, especially when comparing the work *Yucatan Mirror Displacements* to *Silica*: to the analysis of the relation between man and nature, the Albanian artist add that of the link between these two elements and the media.

Reflection, dazzle, light of what we won't have anymore or is bound to become a mirage; and like Smithson heralding in the late 60s regarding nature, Gjergji hints that nature is perhaps trapped in its image. In the video *The Blue Danube* the opposition between appearance and reality, surface and what lies underneath is intensified by the contrast between unpleasant images of a waste pipe and the amenity of the background music, Strauss' waltz of the same name.

With his work, Gjergji analyses with lucidity the creative and destructive path of media communication, moulding and influencing the contemporary psyche, by offering his visitors a sort of archaeology of mind of it.

Helidon Gjergji was born in Tirana in 1970, he lives and works in New York. Among his exhibitions: 52nd Venice Biennale; Apexart, New York; Museum of Kosovo; Villa Arson, Nice; Lothringer Dreizehn Kunsthalle, Munich; *The Present Future*, Artissima 10, Turin, (chosen by Enma Dexter, Tate Modern, London etc.); Tirana Biennale 1, National Gallery of Arts Tirana (chosen by Francesco Bonami).

For informations: gallery@rossanaciocca.it
Opening on 17th January 2007 at 6.30 pm
Opening time: from 2 to 7.30 pm
Closed on Sunday and Monday