



**In the Albanian Pavilion
of the 52nd International Art Exhibition**

Helidon Gjergji



"SILICA"

June 10 –November 21, 2007

Artist: Helidon Gjergji

**Curator: Bonnie Clearwater, Executive Director and Chief Curator of the MOCA,
North Miami.**

Place: Palazzo Malipiero, Calle Malipiero 3079 A, Venezia

**Artists of the Albanian Pavilion: Helidon Gjergji, Gent Gjokola, Alban Hajdinaj,
Armando Lulaj, Heldi Pema.**

Helidon Gjergji is an Albanian artist born in Tirana in 1970 and currently living in NYC. Gjergji is known internationally for his reflections about the state of painting and the role that television has adopted in our contemporary society.

For Venice Biennale 52, he is presenting a new work entitled Silica.

In this installation, eight TV-sets and the area around them, are covered by a thin layer of sand, creating a landscape that both recalls and subverts the now iconic arte povera and land art movements. The buried TV-sets broadcast a DVD of random live channels, the images from which illuminate the sand, which in its turn both veils and abstracts the same

media images. Thus, the sand literally canvases the colors released by the monitors.

The volume of the distinct programs is down, with the exception of random words which can suddenly be heard loud. What is more, one of the sets partially protrudes from the sand, disrupting its surface to suggest an archaeological site of contemporary culture that exposes the historicity of modernism and unearths the shards of the contemporary psyche. Thus, the overall effect of the installation produ

ces in the sand landscape an ever-changing abstract painting that not only naturalizes but also transforms the media images and sounds exploring the contemporary locus of nature, the agency of aesthetic creation and the archeology of mind in our world of proliferating forms of simulacra.

"Helidon Gjergji seems to draw upon the lessons of Popper, nonetheless exhibiting how this redundant household appliance can become the source of a new visuals suggestion, the creative instrument by which one can restore to the spectator, if not the actual capacity of critical vision, then at least the honesty of an aesthetic experience".

For any information, please contact us:

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