



Press Release – September 2013

Dr. Bhau Daji Lad Mumbai City Museum presents,

Missives Ghiora Aharoni

Curated by Tasneem Zakaria Mehta

8th September -30th November 2013

With *Missives*, the Dr. Bhau Daji Lad Mumbai City Museum begins its new exhibition season. In keeping with the craft and design tradition of the museum, Ghiora Aharoni's work strikes a chord as it deeply references India – and Mumbai in particular. This marks the first time the Museum has shown an Israeli artist, and this is Mr. Aharoni's first solo exhibition in India.

About *Missives*

Inspired by a trove of love letters written by his mother in the 1950s as an adolescent girl in Israel, Ghiora Aharoni explores universal notions of desire, ritual and courtship in the exhibition *Missives*. The letters which are incorporated into collages, melded with vintage phulkaris, or juxtaposed with vintage snapshots and letters collected by the artist in India — fashion a narrative cycle encompassing history, symbolism and imagination. Aharoni's relationship with India and his deep engagement with Indian craft traditions and craftsmen become both the instrument and the foil through which he essays this narrative of longing.

By digitally printing over-scaled reproductions of the letters on fragile Japanese paper, Aharoni transforms them into precious objects, amplifications of earnest, adolescent yearnings. The artist crumples the letters, preserving random threads of phrases and their emotion. The precious paper with incomplete text becomes a tactile yet ephemeral metaphor for concealed feelings. Displayed with vintage photographs and letters from India that represent the collective and elusive nature of experience and memory, Aharoni connects his mother's sentiments to a universal landscape.

Snippets of the letters are also embroidered on phulkaris and integrated with drawings of symbols, architecture and images of daily life observed by Aharoni during his travels in India. In both his drawings and the phulkaris on which they are embroidered, Aharoni is interested in imagery that has the potential to signify emotions: anticipation, love, memory, home, spirituality and the passage of time – all of which eluded his mother and the object of her desire.

Integrating these embroidered drawings with the phulkaris' precise geometric compositions creates a visual language that traverses time, geography, cultures and Aharoni's own family history. Individually, these dialogues represent fragments of retroactive, yet unsentimental, memories. Collectively, they embody the experiences – from the quotidian to the sublime – that occur at the intersection of travel and memory.

About the Artist:

Ghiora Aharoni is an Israeli-born artist, architect and designer who lives and works in New York City.

His work has been exhibited in galleries in New York and is in numerous private collections in the United States, Europe and Israel. Aharoni's most recent exhibition, a large scale, mixed-media installation entitled "The Divine Domesticated," was shown in Manhattan in May 2012. Four panels from the installation are now on permanent exhibition in the theatre lobby of 14th Street Y in Manhattan.

Aharoni's New York residence and art work – including pieces from his *Genesis* and *Rondolinear* sculpture series – were featured in the October 2012 issue of *Elle Décor U.K.* in a story entitled, "Art Works." Articles about his work have been published internationally in books, newspapers, journals and magazines including *The New York Times Magazine*, *Elle Décor Italia*, *Ideat* and *New York Magazine*.

He holds a Master of Architecture from Yale University and is a summa cum laude graduate of The Spitzer School of Architecture at City College. His work includes sculpture, installations, mixed media and photo-based pieces.

About the Museum:

The Dr. Bhau Daji Lad Mumbai City Museum was established in 1872 as the erstwhile Victoria & Albert Museum, Bombay. It is Mumbai's oldest museum showcasing the city's history and culture through a collection of Fine and Decorative Arts which highlight Early Modern Art practise as well as the craftsmanship of various communities of the Bombay Presidency. The Collection includes miniature models, diorama's, maps, lithographs, photographs and rare books that document the life of the people of Mumbai and the history of the city in the 19th and early 20th century.

Interpretive tours by members of the Museum's curatorial team and workshops will be held through the duration of the exhibition. Details will be available on our website, FB page and via email.

The Exhibition will be on view from 8th September to 30th November, 2013.

Contact Details:

Dr. Bhau Daji Lad Mumbai City Museum
Veer Mata Jijabai Udyan
91/A Dr. Ambedkar Road, Byculla (E)
Mumbai 400 027
Tel : 022 – 23731234 Fax : 022 - 2373 7942
Website : www.bdlmuseum.org

For Press, email: kaggarwal@bdlmuseum.org

Open: Thursdays to Tuesdays- 10 am to 6pm (5.30pm last ticket) closed on certain public holidays.

Travel: Nearest local railway stations on the Central Line: Byculla; on the Harbour Line: Reay Road; on the Western Line: Mahalaxmi.

By Bus: reachable via most buses passing Rani Baug/ Jijamata Udyan