‘The Wall’
A solo show by
Seher Naveed
Curated by Hajra Haider Karrar
January 21 - 28, 2015
IVS Gallery timings: 11am – 7pm (Monday – Saturday)

Venue: IVS Gallery, Indus Valley School of Art and Architecture
       ST-33, Block 2, Scheme 5, Clifton, Karachi-75600, Pakistan,

Artist Biography:

Seher Naveed (b.1984) finished her Bachelors in Fine Art, major in Painting, from Indus Valley School of
Art & Architecture, Karachi in 2007. She went on to do her Masters in Fine Art from Central Saint
Martins College of Art & Design, London and finished in 2009. She is currently teaching at IVSAA in
Karachi while continuing to exhibit her own artwork locally and internationally.
Curatorial Statement:

_Fountain_ by Marcel Duchamp is one work that is referred to time and again. The reason for that is not just the provocative nature of the chosen object, or a readymade object shown in a new perspective by changing its function and name but the many layers of meaning underlying this work. Not by far the first or the last work by Duchamp but definitely the most influential work of the twentieth century.

_Fountain_ posed a challenge to the conservative attitude of America’s art establishment as well as the Society of Independent artists which was formed to question the establishment. It mocked the rigid rules and structures of the institution and the market which govern art making and restructured the definition of art where the idea holds importance over the medium and technique. According to Duchamp an artist’s job was not to give aesthetic pleasure but rather to give a new perspective to pre-existing ideas.

A century later it seems as if we are still standing at the same point. Even though the establishment seems to encourage and encompass all boundaries or the lack of boundaries in art yet it has strong ties with the market which governs the production of art making.

Seher Naveed’s solo project depicts or rather comments on the politics of the art establishment and its role in determining simultaneously hindering the path taken by an artist. In order to convey this message, the imagery she has selected is a recent addition to the city’s vernacular formerly recognized as a means of transporting goods but now it’s used to form barricades around the city.

Perhaps there are multiple layers in Naveed’s _Walls_, with each layer representing a new obstacle which block her way in getting to the desired or potential destination. Naveed has returned to the Duchampian definition of art where the idea supersedes the medium.

For details please contact:

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