

Exchange program with
Catinca Tabacaru Gallery (New York)

November 24th – December 24th, 2016

Guest curator:
Nicolas Mavrikakis

RACHEL MONOSOV

Opening:

Saturday, November 26th, 2016, 4 pm – 6 pm

Pink Village

Video



Rachel Monosov, Pink Village (2016) © Rachel Monosov

Pink Village is a video and photographic work that questions ideas of aid and assistance on the continent of Africa. It is a documentation of a performance where Monosov acts the part of Westerner and the villagers act their lives for her camera; all communicated through a veil of irony.

The Zimbabwean landscape is dominated by the reddish-brown color of the earth and the greens and yellows of the trees. For formalistic reasons and as a gift, Monosov offered to paint the mud huts in the village with the color pink. The village accepted. What happens when you give people who are in need of assistance, an unnecessary gift, instead of one that would support their survival needs?

The creative pursuit of bringing friction to the natural landscape ignites a dialogue regarding the aesthetic, political, and cultural relationships between the West and Africa.

Bridging photography, video, and sculpture, Monosov delves into cultural notions of alienation, territorial belonging, gender and identity. Nature serves as a source for the artist's imagery and objects, which can be interpreted as symbolic.

Biography

Monosov's work has been presented internationally in solo exhibitions in Peru, Berlin, New York and Brussels. She completed her BFA in Photography from the Bezalel Academy in Jerusalem (Israel) in 2010, and her MFA from The Royal Academy of Fine Arts in Ghent (Belgium) in 2014. Her work has been acquired by numerous collections around the world. Pink Village is Rachel Monosov's first exhibition in Canada.