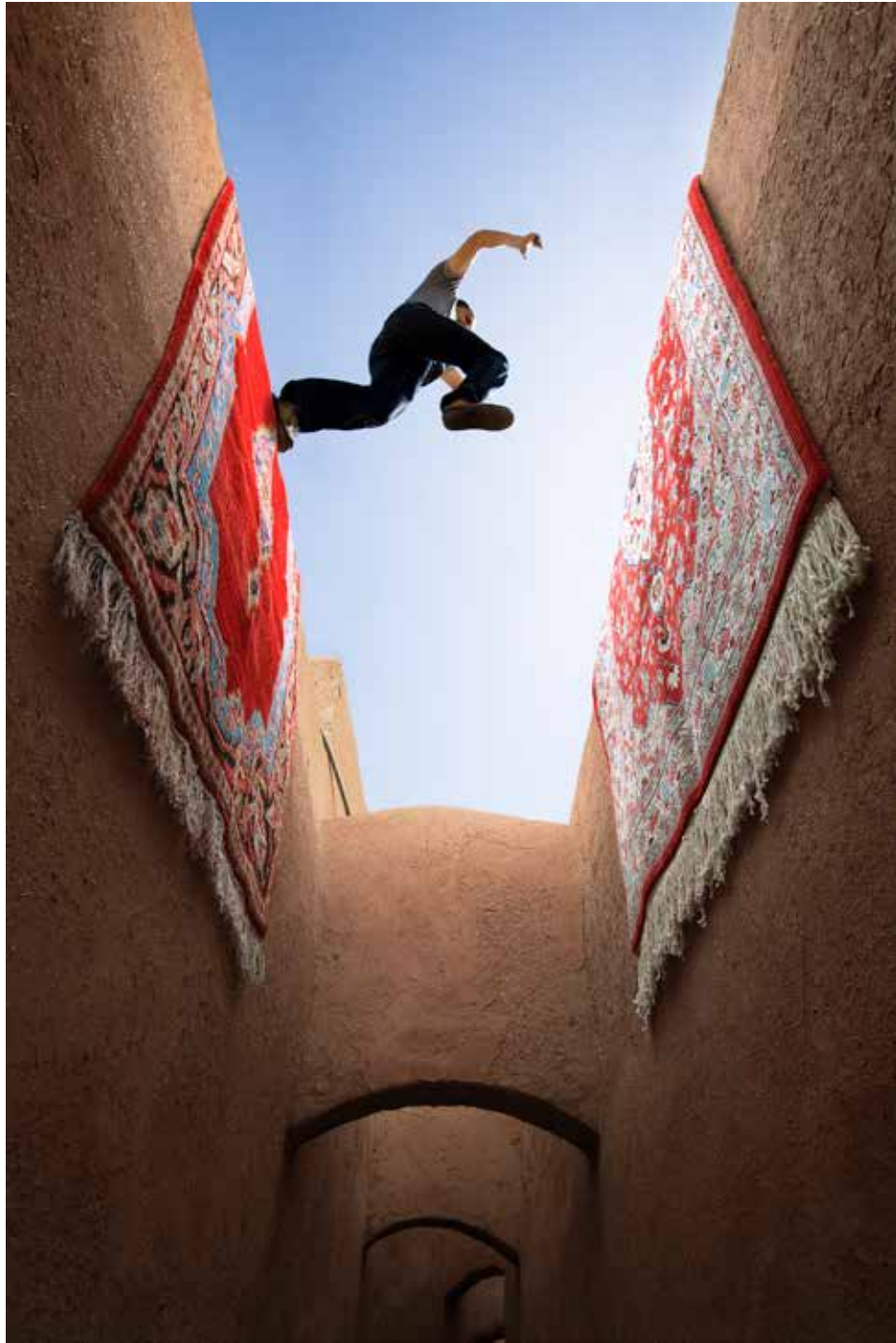


GALERIE ISABELLE GOUNOD



Jalal Sepehr, *Knot* series, 2011
Digital photograph, 100 x 70 cm / 39.37 x 27.55 in
Edition 6/7

Jalal SEPEHR

May 29 – July 18 2015
Opening Saturday May 30, 12 pm - 9 pm.

13, rue Chapon 75003 PARIS - 01 48 04 04 80 - www.galerie-gounod.com – contact@galerie-gounod.fr

Jalal SEPEHR

May 29 – July 18 2015

Opening Saturday May 30, 12 pm - 9 pm

We are very pleased to present Jalal Sepehr's first solo exhibition at the gallery, an Iranian photographer who has been developing for fifteen years an artistic practice combining historical and literary Persian references.

The exhibition gathers photographs from two series, Water & Persian Rugs and Knot, each composed of 12 photographs staging a traditional Persian rug, a pretext for creating extraordinary situations and establishing links between History and contemporaneity. This motive, which stakes the Arabian Nights, is deeply related in our collective consciousness to what we are used to call "The Orient", a completely Occidental concept.

Beyond this phantasmagoric reappropriation of the rug, this one has indeed an important place in Persian culture, as a matter of fact the art of knotting comes from a millenary tradition closely linked to the art of gardening called "Pardis". This word in pahlavi designates a closed garden, and comes from the Mede "Pairi-daeza". This is how flourished, during the Sixth Century, the art of garden-rugs decorated with floral and geometric motives, representing paradise and referring to Persian mythology and literature.

Jalal Sepehr, attracted by the Persian rugs' esthetic and historical value as objects representing Iranian culture, uses this motive to create surprising scenes where humor takes an important place. Each photograph is meticulously conceived by the artist to the finest details such as the setting, costumes or even in the choice of the "actors": loved ones, friends, artists who are given precise scenic indications. This staging which is present in every photograph goes hand in hand with a certain narrativity, for example in this piece from the Knot series where we can see on the roof of a house a group of men and women of different ages rolling rugs, like a ritual we cannot understand. Another photograph presents a man sitting crossed-legged in front of a pile of rugs, unfolding them like the pages of a book telling the story of his life.

These two series are raising the question of confrontation, and of course of what links tradition and contemporariness, such as this photograph from the Water and Persian Rugs series where a man in a suit, turning his back on the viewers and facing the sea, is sitting on the edge of a shore covered in Persian rugs. The man could be interpreted as a direct reference to our era, while this ally of rugs, preceding but also following him, evokes a perpetuating tradition.

In a world which sees its myths and markers disappear, it is fascinating to see in Jalal Sepehr's photographs a fixing point: the rug and its numerous functions, the one you trample with your footsteps every day, whether it is covering the room floor, or used as a decorative element, used for prayers, or even a frame for ancestral motives, it is to Jalal Sepehr a "knotting place" where History, poetry, literature and humour are conversing.

"Most of photos contain a mixture of tradition and modernity features that create kind of conflict and contrast that exist in daily life of people not only in Iranian society but also in some Middle Eastern countries. These are the main challenge that I face in my previous projects and also in my new series that I am working on recently. The frame shows a man seating in a pier covered by rugs; in my opinion it represents the border between modernity and traditional world. I think this photograph reflect the term of "Overseas".

- Jalal Sepehr, 2015.

Jalal Sepehr was born in 1968 in Tehran, Iran. He lives and works in Tehran.

He has been represented in Iran by the Silkroad Gallery, Tehran, since 1998.

He is the co-founder, with Darushi Kiani, of the Fanoos Studio marketing agency, as well as the fanoos photo website (2003), dedicated to the discovery and promotion of young contemporary iranian photography.

His works have been presented in numerous solo and group exhibition throughout the world such as : Paris Photo, with Silk Road Gallery (2014) ; LAAC, Dunkerque, France (2014) ; Saw Gallery, Ottawa, Canada (2012) ; Brasil Biennial, Rio de Janeiro, Brasil (2012) ; Silk Road Gallery, Tehran, Iran (2011) ; Khaki Gallery, Boston, USA (2011) ; Abu Dhabi Art Fair (2010) ; International Photo festival Knokke-Heist, Belgium (2007)... His work has been rewarded with several prizes: International Art Award, China (2005) ; Nominated for the Prix de la Photographie, Paris...

Jalal Sepehr's works are part of important French and International collections such as the Société Général collection (France).

His works are currently presented by the Bogossian Foundation in Villa Empain, Brussels within the group exhibition *Heaven and Hell. From magic carpets to drones* until September 6 2015.



Jalal Sepehr, *Water and Persian Rugs* series, 2004
Digital Photograph, 70 x100 cm / 27.55 x 39.37 in
Edition 10/10

Jalal SEPEHR born in 1968, Tehran (Iran). Lives and works in Tehran (Iran).

SOLO EXHIBITIONS / Selection

- 2015 Galerie Isabelle Gounod, Paris
- 2011 Silk Road Gallery, Tehran, Iran
Khaki Gallery, Boston, USA
- 2009 Galerie Esther Woerdehoff, Paris

GROUP EXHIBITIONS / Selection

- 2015 *Heaven and Hell. From magic carpets to drones*, boghossian Foundation, Brussels, Belgium
- 2014 *Paris Photo*, Silk Road Gallery, Grand Palais, Paris
20000 lieux..., voyage dans les collections de Société Générale et du LAAC, LAAC, Dunkerque, France
- 2013 *Christies Dubai Auction*, Dubai, United Arab Emirates
Popli Khalatbari Charitable Foundation, London, United Kingdom
- 2012 *Tension in tradition*, Saw Gallery, Ottawa, Canada
Popli Khalatbari Charitable Foundation, London, United Kingdom
Pulso Iraniano Biennal of Brasil, Rio de Janeiro, Brasil
- 2011 Selected winner of the Iranian Persbook festival
- 2010 *Abu Dhabi Art Fair*, Abu Dhabi, United Arab Emirates
- 2009 *Second annual photography exhibition*, Seymour Art Gallery, North Vancouver, Canada
Paris Photo, with EWgalerie, Grand Palais, Paris
- 2008 *First annual photography exhibition*, Seymour Art Gallery North Vancouver, Canada
- 2007 International photo festival Knokke-Heist, Belgium
19th international biennal of Museum House of humour and satire ,Gabrovo, Bulgaria
- 2006 International photo festival, Slovakia
Fanoos Photo Slideshow (House of Iranian artists)
101st Iran Photography Biennal in 2part, Industrial Photography & nature, Tehran, Iran
- 2005 Ashooria photo festival, Tehran, Iran

AWARDS

- 2012 Selected winner of Iraninan Persbook festival
- 2009 Prix de la photographie, category advertising – 2nd prize
- 2008 Al-Thani CAPA Postcard Competition Award For Photography, Austria
- 2007 Selected winner of the CAPA Postcard Competition Prize (Canadian Association for Photography Art)
- 2006 The first photo festival Shooka, Niavaran Museum Tehran – 1st place winner
- 2005 Honorable mention, International Art Award, China
The 2nd photo festival on the sea, ship & seafarer, Tehran – 1st place winner
- 2004 The First festival on the sea, Tehran – 2nd place winner
- 2003 Ashooriaian Photography festival, Tehran - 3rd place winner
Industrial photography festival of Iran, Tehran - 3rd place winner

PUBLICATIONS / Selection

- 2009 *Image Magazine*, France
Different sames New Perspectives In contemporary Iranian Art, Thames & Hudson, London
- 2008 *Iranian Photography Now*, Hatje Cantz, Germany
Canvas Magazine, Dubai
- 2007 *Al-Thani Award Book* (exhibition catalogue)
Knokke-Heist Photo Festival (exhibition catalogue)
Healthy Photo Festival Book of Iran (exhibition catalogue)
Around the Life
- 2004 – 2009 *Shipping Festival of Iran* (exhibition catalogue)



Jalal Sepehr, *Knot* series, 2011
Digital photograph, 100 x 70 cm / 39.37 x 27.55 in
Edition EA/2



Jalal Sepehr, *Knot* series, 2011
Digital Photograph, 70 x100 cm / 27.55 x 39.37 in
Edition 6/7



Jalal Sepehr, *Knot* series, 2011
Digital Photograph, 70 x100 cm / 27.55 x 39.37 in
Edition 6/7



JJalal Sepehr, *Water and Persian Rugs* series, 2004
Digital Photograph, 70 x100 cm / 27.55 x 39.37 in
Edition 6/10



Jalal Sepehr, *Water and Persian Rugs* series, 2004
Digital Photograph, 70 x100 cm / 27.55 x 39.37 in
Edition 6/10

// UPCOMING :

SALON ZÜRCHER NY
Maude MARIS - Éric RONDEPIERRE
11 - 17.05.2015

CHOICES PARIS Collectors Weekend
Éric RONDEPIERRE
Ensba Paris (Curator: Alfred Pacquement)
29 - 31.05.2015

// ARTISTS REPRESENTED BY THE GALLERY

Michel ALEXIS, Martin BRUNEAU, Anne-Sophie COCHEVELOU, Lucie DUVAL, Martin FERNIOT, Luke HENG, Eric LA CASA, Florent LAMOUREUX, Jérémy LIRON, Anthony LYCETT, Maude MARIS, Catherine MELIN, Aurore PALLET, Slimane RAÏS, Lenny RÉBÉRÉ, Pierre-Alexandre RÉMY, Eric RONDEPIERRE, Bertrand RIGAUX, Michaële-Andréa SCHATT, Jalal SEPEHR, Wilson TROUVÉ

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