

Introduction

The first of its kind, Magic of Persia Contemporary Art Prize (MOP CAP) is a global search to identify the most talented emerging Iranian artists in the four distinct categories of Painting, Sculpture, Photography and New Media. To ensure the highest possible quality of submitted works, entry into the competition is by nomination only. Artists are nominated by a panel of 50 experts on contemporary Iranian art and culture from around the world.

In November 2010, a shortlist comprised of 24 artists was selected by a panel of judges consisting of leading figures from the international art world. The MOP CAP Shortlist Exhibition presents a selection of works by the 24 shortlisted artists. The 5 – 10 finalists will be announced at Traffic, Dubai, during the Private View on Monday March 14, 2011.

The winner of MOP CAP 2011 will be selected by the distinguished judges and announced on Saturday October 15 2011, at the Royal College of Art (RCA), London. The winner of MOP CAP will be awarded a solo-exhibition at a leading London gallery in 2012.

MOP CAP aims to provide international exposure for gifted artists, thereby contributing to the long-term advancement of Iranian art and culture worldwide.

Nominators

Mohammed Afkhami

Haleh Anvari

Myrna Ayad

Ali Bakhtiari

Stuart Comer

Helia Darabi

Kamran Diba

Maryam Eisler

Bitra Fayyazi

Rose Issa

Shahnaz Khonsari

William Lawrie

Maryam Massoudi

Yasmine Mohseni

Farah Ossouli

Janet Rady

Neda Razavipour

Shirana Shahbazi

Amir Shariat

Leila Taghinia-Milani
Heller

Sadegh Tirafkan

Leila Varasteh

Susann Wintsch

Nazgol Ansarinia

Fereydoun Ave

Negar Azimi

Carlo Berardi

Adrian Dannatt

Iran Darroudi

Dina Nasser-Khadivi

Julia Peyton-Jones

Sunny Rahbar

Hamed Sahihi

Rozita Sharafjahan

Omid Tehrani

Isabelle van den Eynde

Sheena Wagstaff

Judges

Zaha Hadid, *Founding Partner of Zaha Hadid Architects*

Ramin and Rokni Haerizadeh, *Artists*

Shirazeh Houshiary, *Artist*

Ali Khadra, (Chair of Judging Panel),
Publisher & Editor-in-Chief, Canvas Magazine

Idris Khan, *Artist*

Abaseh Mirvali, *President Mirvali Projects*

Mohammad Mottahedan, *Art Patron*

Hans Ulrich Obrist, *Co-Director of Exhibitions and Programmes &
Director of International Projects, Serpentine Gallery, London*



MOP CAP 2011 Shortlist

Morteza Ahmadvand

Parastoo Ahovan

Hojat Amani

Hossein Azadi

Niyaz Azadikhah

Navid Azimi Sajadi

Reza Azimian

Behroo Bagheri

Shahrzad Changanvae

Alireza Dayani

Shima Esfandiyari

Mehdi Farhadian

Arash Fayez

Babak Golkar

Rodin Hamidi

Ghazaleh Hedayat

Ramyar Manouchehrzadeh & Ali Nadjian

Dana Nehdaran

Dariussh Nehdaran

Hesam Rahmanian

Shirin Sabahi

Mamali Shafahi

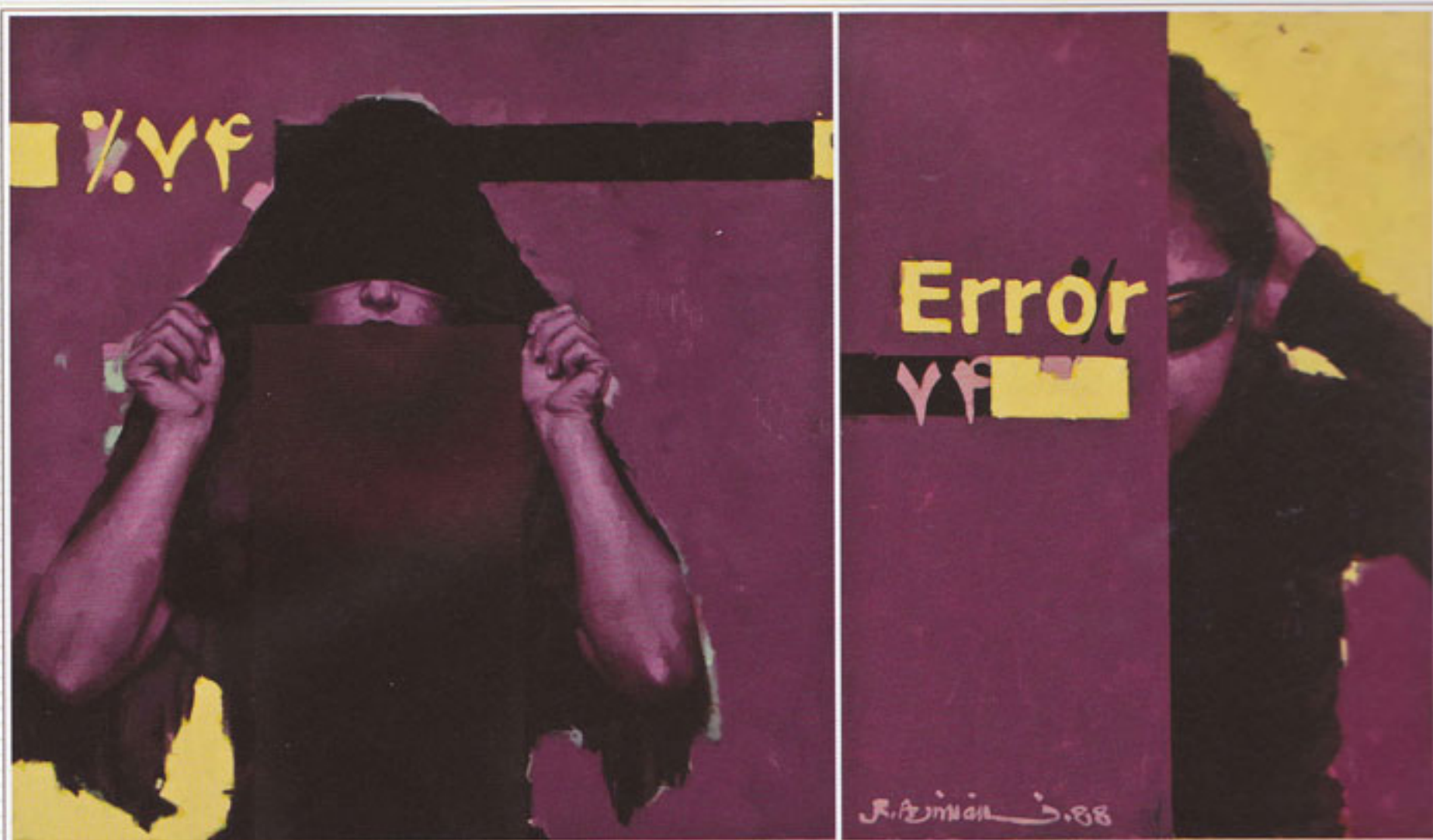
Najaf Shokri

Babak Kazemi

Reza Azimian Statement

The Download Series depends heavily on technology. In this day and age, when people are asked to choose between seeing city streets and modern buildings through large windows in a penthouse and enjoying the beauty of an old, small painted glass window, their answer is clear. It is an addiction that we have slowly developed; addiction to a perpetual cycle of seeking more appealing information and images. This constant searching signifies a yearning whose object is uncertain. We choose to ignore the possibility of failure, and focus instead on the pleasurable search that lasts for hours. The internet has become a powerful go-between of people's minds and this is something that will not have a happy ending. We no longer feel a need to see each other and talk. Technology fills that void. It satisfies our curiosities and our communication needs, and yet we experience a bitter sense of isolation, distance and loneliness. Looking at the paintings, we are not sure if they are a visual antilogy or some sort of mental and intellectual error. Are we waiting to see them finished or do we want them to fade out and disappear?

At first glance, we may identify a variety of subjects in them or we may have to make up concepts, such as a disregard for people in the age of communication. The pernicious impact of technology on our mind and intellect, an inability to tell truth from lies, an extreme lack of focus in terms of mental, emotional and visual function, the loneliness and feebleness of man against this overwhelming wave of advancing technology, etc but the central questions in the this series are: do we want this yearning to end or does the yearning help deepen our understanding and perception? Is the memory of this yearning not more appealing than its end?



Error 1 / Download Series / 2010 / Oil on canvas / Diptych 180 x 310 cm
Image courtesy of: Mr Mohammed Abdollahi-Moghadam

Biography

(B. 1977)

Education

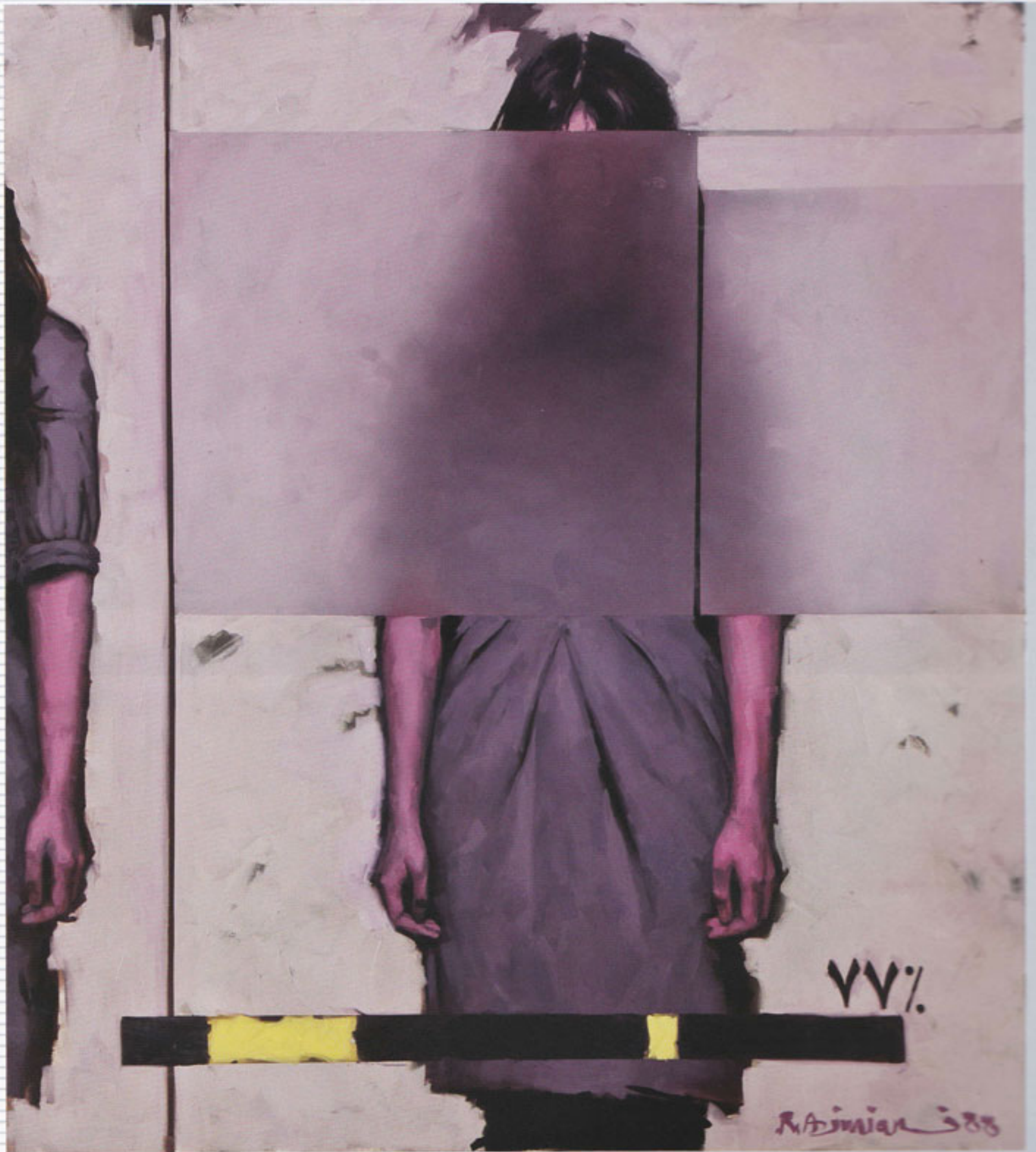
1997 - Incomplete Studies in Art (Major in Sociology) - Azad University,
Tehran, Iran

Solo Exhibitions

2009 - The Steps Gallery, London, UK
2008 - Assar Art Gallery, Tehran, Iran
2005 - Sheys Gallery, Tehran, Iran

Selected Group Exhibitions and Art Fairs

2010 - Contemporary Istanbul, Istanbul, Turkey
2010 - Art Dubai, Dubai, UAE
2009 - *101: Oil and Its Aftermath*, Assar Art Gallery, Tehran, Iran
2007 - Assar Art Gallery, Tehran, Iran
2007 - Mahe Mehr Gallery, Tehran, Iran



Error 2 / Download Series / 2010 / Oil on canvas / 190 x 170 cm



Choose Your Country / Download Series / 2010 / Oil on canvas / Diptych 110 x 180 cm



Standby / Download Series / 2010 / Oil on canvas / Diptych 180 x 310 cm
Image courtesy of: Mr Mohammed Abdollahi-Moghadam