



THE VISUAL ARTBEAT

NEW COLLECTIONS

by Yves Hayat

Nike

From the Series "Business must go on"

130 x 90cm

2012

Pigment K3+ Epson Inkjet print on Fine art Hahn Ultrasmooth paper, 305 g

You close your Louis Vuitton wallet at the Ikea checkout, and head to lunch at Mac Donald's, noticing your Swatch says it is already 1:10 pm, but your Apple Iphone says it is 0:59 pm, and all while you tie your Nike laces... What language do I speak to you? Russian, Colombian or Libyan? Regardless, these brand names still evoke possible feelings of banality, dreams and rejection.

What will archaeologists in another galaxy discover? Signs, logos... the same ones at all corners of the planet?

Major companies who now decide on our dreams, desires, tastes, have replaced the temples where our ancestors sought well-being and comfort. Yves Hayat confronts us with this reality, without judgment or proselytizing.

These six artworks attest to it. From a distance, some people will distinguish a soft landscape punctuated by a touch of color. Getting closer, no need captions. We enter through these windows into a silent and lifeless world in ruins where only some indestructible buildings are spared. Perhaps you will hear the wind blowing away a piece of scrap metal or blowing the leaves of an olive tree. Even explosions seem suspended in air. There is an absolute peace and quiet, a mildness almost without complaints or diatribes. Globalization, standardization, sterilization... There are some well oiled machines that fail to recognize the crisis and resist to the chaos. No message, just a visual and critical report without violence. It is the strong demonstration of an artist's work, who is as humble as his topic is direct.



"I admit that I am more interested in manipulating reality than in recording it. My artwork between photography, installation and "Narrative Figuration" proposes visions where theatricalization is a part of the project. I am a total visual consumer: I film, download, scan, retouch... as the director of a new reality. Using superimpositions, shifts, misappropriations, I confront past and present, beauty and horror, indifference and fanaticism.

Through a questioning about the art/politic/media relations, I try to conceive a critical art work where the attraction for the culture of media, cinema and advertising shows through. Using modern techniques, my works propose a report of what our history and our society have thought, generated, transformed, destroyed... while always keeping in mind that when the work of Art creates unrest, it evacuates the common place".

Artist Statement

www.hayat-art.com