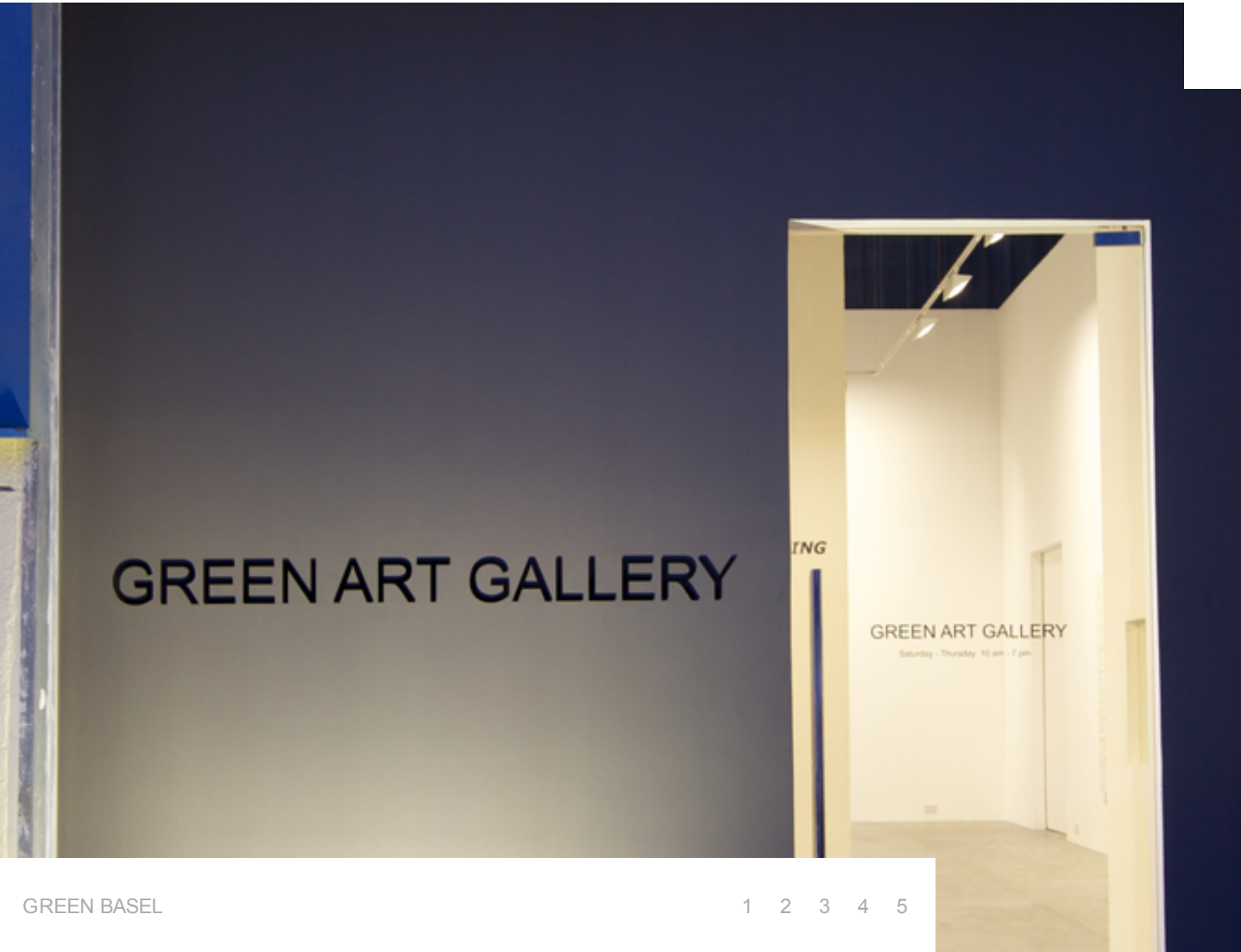


AN URBAN GUIDE TO THE MIDDLE EAST

EDITORIAL VIDEO MUSIC COLLABORATIONS ABOUT CONTACT SUBSCRIBE



0 COMMENTS

DIGITAL By Nahda Suleiman

PUBLISHED J

# Green Basel

Like 23

This month, for the first time ever, a gallery from the Gulf region will be heading to Art Basel – one of the world's most prestigious modern and contemporary art. Yasmin Atassi, director of Green Art Gallery in Dubai says she is extremely excited to have one artists participating in the 43-year-old Swiss fair. 'The goal of any art gallery is to get in to Art Basel at some point. It is an achievement great in the art world, it is almost similar to winning the Oscars,' says Atassi.

The fair, which takes place over a course of three days is the 'creme de la creme of the art fair calendar', according to Atassi, 'most prominent collectors, curators, museums, artists and critics are present. As such, the exposure provided for both exhibitors and their artists is tremendous.

Participation in Art Basel is extremely competitive and the application is made via a detailed project proposal. Atassi is very proud taking the works of Shadi Habib Allah, a Palestinian multimedia artist, to the event. 'We applied with a very strong project and were accepted into the Art Statement section of Art Basel – the most important platform for emerging artists to be showcased. In this we apply with a specific solo project by one of your gallery artists. We decided to take Shadi's project titled S/N: 8F1GNA0021.'

The project, Atassi explains, which encompasses a sculpture and video examines the hierarchies of authority and class identity. Habib Allah reworks existing structures or makes images of images in ways that eventually erase each other, until it is unclear what is original. 'Shadi's inspiration for this comes from his skepticism for power systems in the art world,' explains Atassi. 'We believe his work is really strong and will be appreciated in a setting and context such as Art Basel.'

Habib Allah's work first captured Atassi's attention in 2009, when he was exhibiting at the Venice Biennale. She took him on in 2010, after he graduated from Columbia University. 'He is a brilliant young artist with so much potential. It's been very exciting to see him and see his work evolve,' she says.

Atassi believes that Green Art Gallery's participation in Art Basel is a step forward for contemporary Middle Eastern art. 'As we start pushing the boundaries in terms of contemporary art practice and participating in international art fairs, people will start to take notice of the region's art scene,' she adds.

One of the oldest art institutions in Dubai, Green Art Gallery has garnered a reputation for introducing Arab art to the region. When she took over the reins of the gallery in 2008, her mother worked to develop modern Arab artists such as Fateh Moudaress from Saudi Arabia and Ismail Fatah from Iraq. Atassi relaunched the concept of the gallery to become contemporary and edgier. Green Art Gallery now represents artists from the Middle East, North Africa and Asia.

\*Art Basel starts tomorrow and runs till 17th June

*Photography: Courtesy of Green Art Gallery and Shereena Lootah*

---

Like 23

---

No comments yet. You should be kind and add one!

#### LEAVE A COMMENT

Our apologies, you must be [logged in](#) to comment.

---

PREVIOUS ARTICLE

1

Find Brownbook in your city

- Algeria  
Canada  
England  
Germany  
Italy  
Lebanon  
Netherlands  
Switzerland  
USA
- Bursa  
Egypt  
France  
Greece  
Jordan  
Morocco  
Spain  
Turkey

Information

Brownbook is an urban lifestyle guide focusing on design, culture and travel across the Middle East and North Africa. We publish six times a year.

[Click to download our media pack](#)

HQ

Brownbook Publis  
PO BOX 502422,  
Phone : +971 40 4  
Fax : +971 4 4308

Email: [team@brownbook.me](mailto:team@brownbook.me)  
Office B1 & B2 Le  
Gate Village Buildi  
DIFC, Dubai, UAE

EDITORIAL    VIDE