

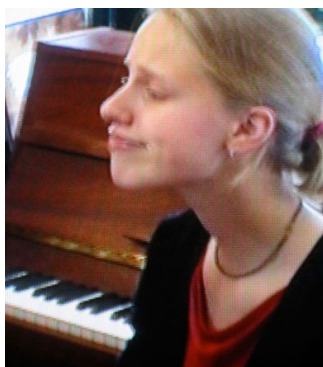
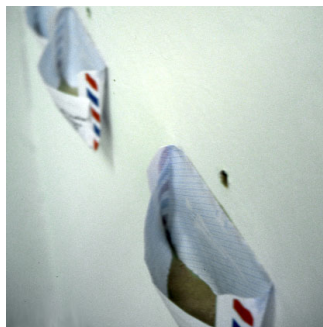


LE SHOWROOM PRESENTS

LATIFA ECHAKHCH

DÉSERT

from April 2nd to May 15th, 2005



To organize with application the disorder of an oriental studio, to retranscribe with attention a conversation in bad Arabic, to destroy harmoniously dozens of mint tea glasses, to contemplate with delight a fine young blond girl spoiling a piece of Chopin on a Pleyel... To divert symbols so as to ask the question of identity epitomizes in a few words the work of Latifa Echakhch.

Latifa Echakhch collects conscientiously objects from the daily life, her daily life, the one of a " foreign " female artist - mint tea glasses, rugs, " air mail " envelopes, doorsteps, a French manicure, food colouring... She deconstructs them - by cutting them up, by breaking them, by altering them - in order to point out their intrinsic meaning and their limits. The materials are chosen for their banality and their accessibility. Once distorted, these everyday objects scare and challenge : the broken glass cuts, the rug impresses, the envelope frightens...

Latifa Echakhch is particularly fond of significant sentences such as " Decides to remain seized of the matter ", the usual ending of UN resolutions, or " Space to be filled by the foreigner ", heading of the forms for residence permits, and the Moroccan life certificate. Texts and forms that testify to the existence and status of the immigrant, the woman, the citizen, the artist.

The artist extends her researches to the work of art, by questioning its meaning and appearances, by overturning the relations between the work and its space, blurring the limits and instituting the viewer as an essentiel component of the work's sense.

As many works, objects, texts that challenge and manhandle the symbols, the traditions and the status. Latifa Echakhch centres her work on the question of difference, dealing subtly with a geopolitical and sociocultural reality, while making sure not to sink in obvious facts. She opts for the daily banality and her personal experience, trivial little things of everyday life revealing the whole ambiguity of crucial current events.

Her work is to be tackled like a play on words and association of images. It reads itself as an act of diversion.



Vernissage this Saturday, April 2nd, starting at 5 pm.

Le Showroom 6 rue de Braque 75003 Paris Staircase B 3rd Floor.
From Tuesday to Saturday, from 02.00 pm to 07.00 pm.

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