

IMMEDIATE PRESS RELEASE | 10 February 2024

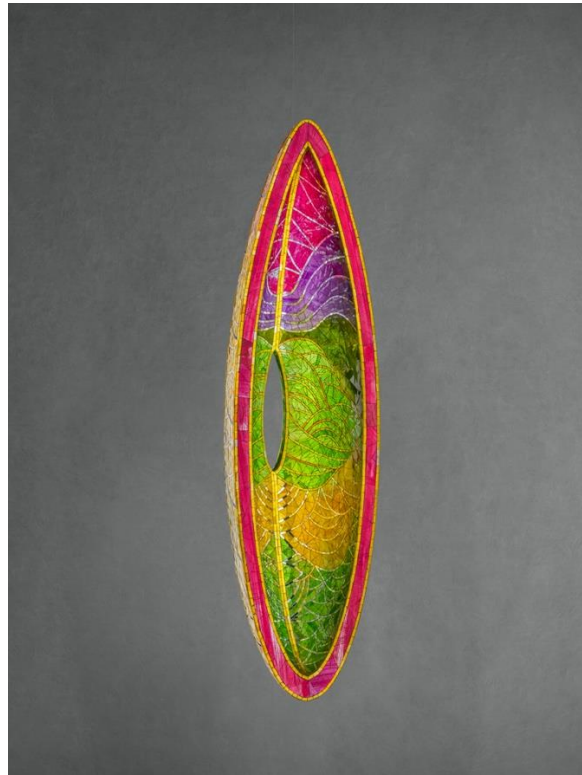
VHC  
VIDA HEYDARI  
CONTEMPORARY

**ELYSIAN FRUIT – ROARING RIVER**

Solo Exhibition by Pooya Aryanpour

10 February – 10 March 2024

**Opening: Saturday, 10 February 2024, 4:00 PM – 7:00 PM**



Fruit of Elysian 8  
2023

Kiln-Fired Dyed Glass, Mirror Fragments, Plaster on Wood  
56 x 15 x 13.5 in (142 x 38 x 34 cm)

VHC is thrilled to announce the opening of **Pooya Aryanpour's** debut solo in India, '**Elysian Fruit – Roaring River.**' The exhibition showcases a collection of paintings and sculptures inspired by the profound intellectual roots of Persian handicraft techniques and cultural symbolism while delving into and referencing the Western tradition of abstract art.

Elysian Fruit – Roaring River previews on **Saturday, 10 February, from 4:00 PM – 7:00 PM at VHC | Vida Heydari Contemporary.** It will run through 10 March 2024. The Artist will be present at the exhibition preview.

## **POOYA ARYANPOUR – ARTIST STATEMENT**

My creative practice draws inspiration from the rich intellectual foundations of Persian handicraft techniques and cultural symbolism while referencing and exploring Western traditions of abstract art.

In my creative practice, I delve into properties of abstraction such that the blending of colour, line, form and content constructs a novel, suspenseful whole. For me, notional shapes and vivid colours can be effortlessly moulded into infinite forms such as living beings, architectural reliefs, plants and even perhaps musical notes. I aim to seize those transient instances in an attempt to solidify the fleetingly perceptible natural forms in the world before they evaporate into the ethereal.

By challenging the philosophical and artistic ideals of finitude and perfection, I make an attempt to deconstruct reality to highlight the inherent gaps in human perception. I believe nothing is ever complete, as reality is in a state of constant flux and is ever evolving. In that vein, I seek to establish meaningful parallels between the natural and the conceptual by dismantling the tangible into its fundamental elements whilst simultaneously reconstructing the same with meticulous care.

## **ABOUT THE ARTIST**

Pooya Aryanpour, born in 1971 in Tehran, Iran, is an artist, art instructor and university lecturer. He studied painting at the Faculty of Art and Architecture, Azad University Tehran, where he obtained his Master's degree in 1999. His work has been extensively exhibited in Iran and overseas at biennials, galleries, art fairs and institutional exhibitions.

In his three-dimensional pieces, Aryanpour combines architectural practices, sculpting and painting inspired by traditional Iranian ornamentation techniques such as mirror work (Ayine-Kari). He has adapted these to his vision through diverse modern approaches and procedures. Using such techniques, Aryanpour often takes the observer beyond the physical boundaries of his sculptural pieces as they create sweeping reflections through a play of light, lines and forms and offer a captivating sensory presence.

Aryanpour lives and works in Tehran, Iran.

## **ABOUT VHC | VIDA HEYDARI CONTEMPORARY**

VHC | Vida Heydari Contemporary is an international art gallery in Pune specialising in contemporary art and representing established and emerging artists with diverse backgrounds, across a variety of mediums and genres.

Founded in 2020 with an emphasis on authenticity, quality and innovation, VHC aims to contribute to the cultural fabric of the city. The gallery is committed to fostering the careers of its artists and sharing their work with a global audience, providing a platform for under-represented artists, presenting pioneering museum-quality exhibitions, positive

collaborations, price transparency and offering a very hands-on and tailored high-quality experience.

In less than three years from its inception, VHC has mounted significant exhibitions featuring local and international artists. It has also participated in some of the most prestigious art fairs, such as Art Basel Hong Kong, India Art Fair and India Design ID.

In addition to the gallery program, VHC hosts talks, performances, workshops and educational programs to create engaging and enriching artistic experiences that capture the essence of life.

**VHC | Vida Heydari Contemporary | Marvel Alaine, Lane 8, Koregaon Park, Pune, India.**

Web: <https://www.vhc.art/>

IG: <https://www.instagram.com/vhc.art/>

FB: <https://www.facebook.com/vhc.art/>

**For interview requests and additional information please contact:**

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**Interviews can be arranged with the artist and the gallery founder, Vida Heydari.**

**PRESS PACK:**

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