

PRESS RELEASE | 9 March 2023

Exhibition Opening

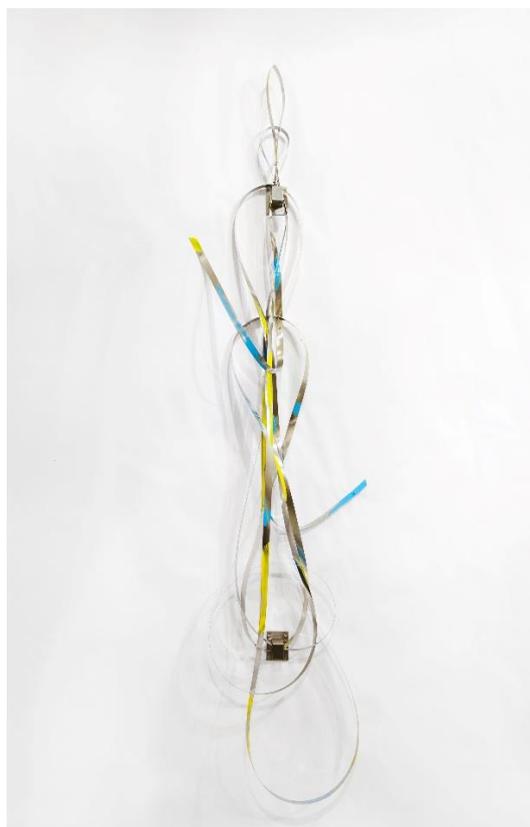
VHC
VIDA HEYDARI
CONTEMPORARY

Native Mother Tongue

Solo Exhibition by Mark Prime

9 March - 7 May 2023

Opening: Thursday, 9 March 2023, 5:30 PM – 8:30 PM



Mark Prime

Koda II

2022

Stainless Steel, Industrial Gloss Paint

99.6H x 23.6W x 11.8D in

VHC is excited to announce the opening of **Mark Prime's** solo show **Native Mother Tongue**, which brings together Prime's long-drawn engagement with music, arts, and the environs of the factory on **Thursday, 9 March 2023, from 5:30pm - 8:30pm** at **VHC | Vida Heydari Contemporary**. The exhibit will run through 7 May 2023.

MARK PRIME - ARTIST STATEMENT

My art draws intuitively from my love and experience of music – I was a musician in my 20s – and together they create a singular language, a native mother tongue. Often the two combine so fluidly, and so harmoniously, the resulting work is a 'thing' greater than the sum of its parts, born as it is of feeling rather than reason or intellect. Or, as Claude Debussy famously said to those who overanalysed his music, “When you tear the wings off a butterfly, it is no longer a butterfly.”

At VHC I present vibrant paintings, winding wall-based sculptures made of industrial materials, and a constellation of found objects. United, these elements highlight my three big loves: music, the factory, and long walks on the beach with my dog Cola.

ABOUT ARTIST MARK PRIME

Born in Norwich, UK in 1963, Mark Prime works across a range of mediums from laser installations to photography and towards a more recent endeavour, painting. The concepts and aspects of rhythm, repetition, and pattern, enter his minimalistic, geometrically abstract works that bring together his longstanding engagement with music and the attributes of light.

His ongoing sculptural work introduces another element, that of the environment of factories, to the above equation of music and visuals. The work intends to explore the principles of repetitive flow and rhythm that underlies the material environment of industrial production.

Mark Prime lives and works in Mumbai.

ABOUT VHC | VIDA HEYDARI CONTEMPORARY

Established in 2020, VHC is Pune’s newest contemporary art gallery. VHC celebrates art by partnering with artists, promoting their work, and connecting them to art lovers. The gallery showcases works by local and international artists and contributes to the cultural fabric of Pune city through its collateral programs. VHC endeavours to create a platform to encounter and engage with relevant contemporary art practices from around the world.

VHC was founded by Vida Heydari, a curator and gallerist with over 14 years of diverse experience in the global art world. She has worked with accomplished Indian, Iranian, and Chinese contemporary artists and has also consulted for various private and public collections.

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

E: info@vhc.art | T: +91 85308 60888

Press Kit: <https://drive.google.com/drive/folders/1Hk3l3LkK-RH9IRvpWLU7znxkSVneAQGW?usp=sharing>

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