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ARTADIA AND NADA ANNOUNCE THE 2018 NEW YORK NADA ARTADIA AWARDEE



NEW YORK, NY - Artadia and the New Art Dealers Alliance (NADA) are pleased to announce **Farah Al Qasimi** as the recipient of the 2018 New York NADA Artadia Award, a \$5,000 unrestricted, merit-based Award granted to one artist exhibiting at the fair. **Al Qasimi's** work is exhibited at the **Helena Anrather** booth 4.02 at NADA New York. A jury comprising two renowned curators, **Natalie Bell**, Associate Curator, the New Museum, and **Alexis Lowry**, Associate Curator, Dia Art Foundation, selected Al Qasimi. This is the eleventh time NADA and Artadia have partnered to present the Award.

"Farah Al Qasimi's richly textured, strikingly composed photographs address want, expectation, identity, and global consumer culture, and stood out for their incisive eloquence," stated Lowry. "In spite of their directness, Farah's photos function on a number of levels and in a very simple sense, I find them interesting both for what they allude to – here, the aesthetics and material culture of hospitality (from upholstery to the soap bar on the bidet) – and what they obscure, which is often the specific identity of the sitters," continued Bell.

The NADA Artadia Award acknowledges innovative voices working in contemporary art today. This unique collaboration highlights the ways in which nonprofit organizations and art fairs can come together to celebrate artistic excellence. Through its partnership with NADA, Artadia is able to extend the reach of its Awards program internationally. The curator-driven selection process, integral to all Artadia Awards, provides exhibiting artists exposure to influential professionals in the field. Al Qasimi will have access to the lifetime

benefits of the Artadia Awards program, including participation in Art & Dialogue, exhibition opportunities, studio visits with curators and collectors, and a profile page on the Artadia Artist Registry.

Al Qasimi (b. Abu Dhabi, 1991) is an artist working in photography, video, sound and performance. Farah received an MFA in Photography from the Yale School of Art in 2017, and recently completed residencies at the Delfina Foundation in London and the Skowhegan School of Painting and Sculpture in Maine. Selected exhibitions include More Good News at Helena Anrather (New York), No to the Invasion: Breakdowns and Side Effects at the Center for Curatorial Studies at Bard (Annondale-on-Hudson, NY), Doublespeak at Shulamit Nazarian (Los Angeles), A Scream Runs Through The House at Helena Anrather (New York), and Coming Up Roses at The Third Line (Dubai).

Al Qasimi's work considers the shared visual traditions of hospitality across cultures as they relate to global markets for textiles and domestic spaces. She is particularly drawn to the floral-printed polyester blanket, frequently seen in Arab and Hispanic homes across New York: its recent ubiquity across the Arab world reflects the trade relationship with furniture producers in China, who also produce most of the UAE's baroque-style furniture, derived from a European design tradition. Tracing the lineage of these notions of taste as they work towards creating a welcoming environment for guests reveals a history of cultural exchange and a hybrid aesthetic produced by layers of coded translation. The booth at NADA New York aims to reflect this sense of cultural amalgamation and create a welcoming atmosphere for visitors to consider how ideas of beauty or belonging might transcend a culturally specific language.

Artadia is a national nonprofit organization that supports visual artists with unrestricted, curator-driven Awards and a lifetime of professional opportunities. Since 1999, Artadia has provided over \$3 million to more than 300 artists in Atlanta, Boston, Chicago, Houston, Los Angeles, New York, and San Francisco.

The New Art Dealers Alliance (NADA) is the definitive nonprofit arts organization dedicated to the cultivation, support, and advancement of new voices in contemporary art.

Image: Installation view, Farah Al Qasimi at Helena Anrather booth 4.02 at NADA New York 2018, Courtesy of the artist and Helena Anrather, New York.