

Media Contact:
Roxie Sarhangi
roxie@roxiepr.com
310-663-5229

ADVOCARTSY X METAMURAL PRESENT

"IRANIAN MINT": A CONTEMPORARY ART + NFT EXHIBITION

INAUGURAL EXHIBITION BRIDGING CONTEMPORARY ART AND THE NFT SPACE

MetaMural is the first global blockchain enabled marketplace created to support and empower artists, collectors, institutions, and galleries under one platform.

Public Opening Reception: Saturday, July 23rd from 7pm to 10 pm



Los Angeles, CA, June 30, 2022 -- ADVOCARTSY, a contemporary fine art gallery specializing in Iranian contemporary art, debuts an exclusive inaugural launch event with the emerging cutting-edge NFT marketplace, MetaMural. Bridging the gap between the physical fine art realm and the NFT space, MetaMural is the first global blockchain enabled marketplace created to support and empower artists, collectors, institutions, and galleries under one platform.

The combined first drop, "IRANIAN MINT" addresses themes of heritage, fairytale, identity, and memory within a curation of works by artists of Iranian origin including, Pouya Afshar, Kourosh Beigpour, Ali Dadgar, Siavash Jaraiedi, Hadi Salehi, Shadi Yousefian, Xâmuš, and NFT veteran Z-Hovak. The interactive and unique experience will showcase physical works in addition to debut mints to present a fluid connection between NFTs and the artists' traditional practice.

The public opening reception of this exhibition is on Saturday, July 23 from 7 pm - 10 pm PST at [ADVOCARTSY](#)'s recently opened and expanded permanent gallery space in West Hollywood. Farhang Foundation, the non-profit organization celebrating and promoting Iranian art and culture is the cultural partner for the public opening. Details on the event are down below.

The genesis of this collaboration and marketplace comes at a time when the crypto markets are headlining news of uncertainty and volatility. Despite this volatility, MetaMural finds this an opportune time to elevate the important work, dialogue, and provenance of artists who bring context and value to the NFT art realm. This is a pertinent time to bring focus to a new concept of NFTs that distinguish themselves from the muddle of hyped projects overwhelming the space.



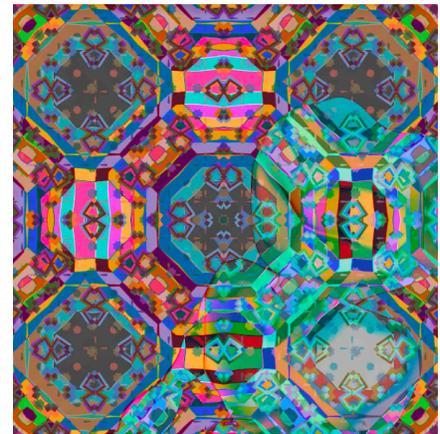
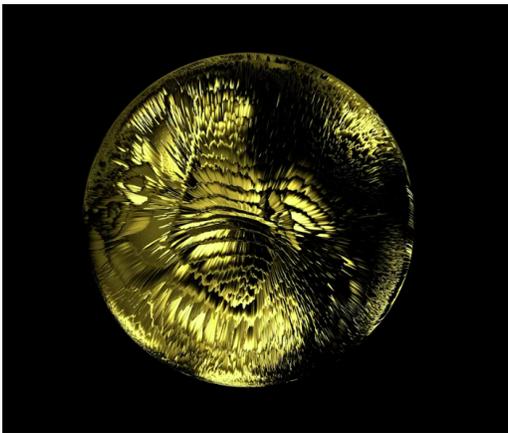
"As an art advocate and gallerist, I am always seeking exciting ways to elevate the awareness and engagement of the artists I represent as we build community through Iranian contemporary art. In fact, this is a core mission of [ADVOCARTSY](#)," says Roshi Rahnama, Founder of [ADVOCARTSY](#) and now [MetaMural](#) Partner. "It is a natural progression for fine artists and galleries to explore and expand their practice into the digital realm and the certification process supported by blockchain technology. I am excited to join forces with [MetaMural](#), not only for the first drop with [ADVOCARTSY](#), but as a partner to support other global gallerists with the same mission. [MetaMural](#) provides galleries a distinct opportunity to carry their voice into the fine art NFT space, with cutting edge dynamic smart contract technology that facilitates collaborative projects, and support and marketing of a professional team committed to their success. We are very excited to be part of this new frontier."

"[MetaMural](#) is thrilled to commemorate the timely launch of the global community and marketplace in the internationally diverse Los Angeles market in collaboration with [ADVOCARTSY](#)," says Radin Rahimzadeh, Project Lead and CEO of [MetaMural](#). "We welcome all to join us in co-creating the next epoch of art where collectors can receive access to a private

collection of vetted blue-chip art, curated specifically by reputable and established galleries,” says Radin. She goes on to share, “As a collector in both the traditional and the NFT spaces, I have the intention to bring the elegance and reliability of working with galleries and the fun vibe of NFT marketplaces, captured in one platform.”

With a focus on community building, MetaMural will host a unique Engage-to-Earn model that rewards community members for their time and involvement with physical and digital events, continuously leveling them up in the Insider Art Societies rankings and allowing them to unlock additional utility within the ecosystem. MetaMural is revolutionizing how experiencing art in the metaverse can create meaning as well as earnings and exponential engagement with the arts. “MetaMural also wants to acknowledge the community members and to make blue-chip art fun.” say partners Roshi and Radin. The focus on community building is also furthered by participational incentives as all attending participants at the launch event will receive a MetaMural Proof-of-Attendance (POAP) initiating them into the first level of MetaMural’s Art Insider Societies. Inclusiveness is also the core of how the platform gives back; integrated into the ethos of the community is an ART-of-GIVING philosophy that will direct revenue to art and environmental nonprofits.

The founding pair boil it down to, “Our mission is to improve the experience of enthusiasts, collectors, artists, curators and galleries, and institutions, ensuring maximum yield of emotional, educational, and monetary value for all involved.”



Artwork:

First row:

Looker 22, Ali Dadgar, 2022, Digitally Rendered Animation NFT; Decay, Xâmuš, 2015, Digitally Rendered Animation NFT

Second row: Whisper, Kourosh Beigpour, 2022, Digitally Rendered Animation NFT; Her 24, Ali Dadgar, 2022, Digitally Rendered Animation NFT; Buddha, Pouya Afshar, 2021, Digital animation NFT.

Third row:

Noon, Siavash Jaraiedi, 2022, Digitally Rendered Animation NFT; Dancing with Myself, Hadi Salehi, 2022, Digitally Rendered Animation NFT

General information:

Public opening on Saturday, July 23rd from 7pm to 10 pm. To commence the special event, festivities will include a guided walk through of the artists' physical works, digital NFT works displayed on MetaSill frames, DJ Ramy Mishriky middle eastern deep house music, as well as light bites, specialty cocktails and refreshments. This unique summer art soiree is not to be missed!

Exhibition dates: July 23rd - Aug 6, 2022

Gallery Hours: Wed-Saturday, 11pm - 5 p.m. or by appointment.

Address: ADVOCARTSY 434 N La Cienega Blvd, Los Angeles, CA 90048

Parking: Valet will be available at the front of the gallery on the opening night. Rideshare is encouraged.

Artist Biographies:

Pouya Afshar

Pouya Afshar is an alumnus from the California Institute of Arts Character Animation department and is a graduate of University of California Los Angeles Graduate Department of Film and Television focusing in Animation and Digital Media. He has exhibited his work as a visual artist throughout United States, Europe, and Middle East, including Harold M. Williams Auditorium at the Getty Center, Bovard Auditorium at University of Southern California, Royce Hall at University of California Los Angeles, Los Angeles County Museum of Art, Santa Monica Art Studios, 18th street Art Center, Craft Contemporary Museum, and numerous galleries and art fairs around the world. He is the creator, character designer and producer of the animated series 'Rostam in Wonderland' and the co-creator of '1PA2PA' comics and the creator of 'Tehran' graphic novel. He is currently an Associate Professor of Art and Design at the University of Massachusetts, Lowell.

Xamus

Be quiet, the secret cannot be spoken, it is wrapped in silence.

Kourosh Beigpour

Kourosh Beigpour is an award winning graphic artist/designer based in LA. He received his BFA from the Tehran University of Art and his MFA in International Contemporary Art and Design from Limkokwing University. Beigpour's designs have been published in more than twenty countries; synthesizing Persian and Arabic typography with creative illustrations, his impressive portfolio showcases his love and appreciation for millennia old Iranian art and culture. Beigpour has designed graphic works for a wide range of clients such as Google, The Broad Museum, The Getty, Powerhouse Museum, UCI, UCLA, NEIU, OSU, Canada Type, DoppelHouse Press, and The Samuel Jordan Center for Persian Studies.

Ali Dadgar

Born in 1960s Iran, Ali Dadgar immigrated to the U.S. in the late 1970s. He went on to receive his BFA from the California College of Arts and Crafts, Oakland, in 1989 followed by an MFA in Art Practice from the University of California, Berkeley in 2007. He was a lecturer in the Department of Art Practice at the University of California Berkeley between 2006 and 2009 and is the recipient of multiple awards, including the UC Berkeley Outstanding GSI Award in 2007. His work has been placed in prominent private and public collections, including the University of California Berkeley Morrison Library.

Siavash Jaraiedi

Born in 1984 in Iran, Siavash Jaraiedi has been constructing sculptures and writing poetry from childhood. Always intrigued by design, Jaraiedi studied the foundations of architecture in Tehran before going on to receive his Masters in Advanced Architectural Design from the Stuedelschule School of Art in Frankfurt, Germany in 2010. From 2015, Jaraiedi studied under and eventually assisted esteemed sculptor Parviz Tanavoli at his studio in Tehran. Jaraiedi's sculptures pay homage to the artist's various influences, seamlessly integrating his many talents in an effort to capture and visually distill the essence of his poetry. The resulting artworks are enchanting and surreal monuments of truth.

Hadi Salehi

Hadi Salehi is a master of the art of analog photography. Salehi's images capture diverse portraits that are powerful and soft, leaving a haunting quality that lingers in the psyche. Salehi seeks to create a collective awareness as a cultural messenger through his images, revealing quiet truths in his process-intensive works. With a career that spans more than 40 years, Salehi has closely documented cultural innovators such as Keith Haring, as well as developed a vast body of analog, digital, film, and mixed media works. Hadi Salehi is a graduate of Art Center College of Design, Pasadena, and currently resides in Los Angeles.

Shadi Yousefian

Shadi Yousefian is an artist whose mixed media work reflects and addresses issues that touch on universal themes such as loss, dislocation, alienation, and reinvention. She received both her Bachelor's (2003) and Master's (2006) of Fine Arts in photography from San Francisco State University. Her work engages personal and social issues of contemporary life, particularly cultural identity and the immigrant experience. Shadi has been the recipient of several awards including the Best of Photography Award at the 13th Annual Stillwell Show, The International Photo Awards (IPA 2004 and 2005), The Murphy & Cadogan Fellowship in the Fine Arts, and the International Photography Competition (Latitude Life). The Los Angeles County Museum of Art has also acquired her work. She currently lives and works in Berkeley, California.

Z-Hovak

Quantum pop Artist. My passion is art, purpose is to be the voice 4 animals.

ABOUT  METAMURAL

MetaMural is a global marketplace for fine arts and NFTs. Seeking to bridge the gap between the traditional art world and the quickly expanding realm of digital art, the platform elevates the work of artists as well as the thoughtful curations of galleries and institutions in the metaverse as a complement to physical spaces, all while enabling valuable digital asset transfers and experiences to collectors and art audiences everywhere. Join us to connect, create, and collaborate! [Metamural.io](https://metamural.io)

ABOUT  ADVOCARTSY

Launched in 2015, ADVOCARTSY is a leading contemporary art platform specializing in Iranian contemporary art. In 2021, ADVOCARTSY relocated its exhibition space to West Hollywood. Founded by lawyer-turned-art advocate Roshi Rahnama, ADVOCARTSY acts as an incubator for emerging and established Iranian artists. ADVOCARTSY aims to transcend borders and connect

artists of Iranian origin to arts organizations, museums, foundations, and collectors in the United States and worldwide. Advocartsy.com

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