

SOUL

ADVOCARTSY

a solo exhibition by



HADI SALEHI

ADVOCARTSY West Hollywood

434 N. La Cienega Blvd. West Hollywood, CA. 90048

Public Opening: Sunday, November 7th 3-7pm

INFO@ADVOCARTSY.COM | ADVOCARTSY.COM | [@ADVOCARTSY](https://www.instagram.com/ADVOCARTSY)

On View Thru
December 11th, 2021

ADVOCARTSY

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HADI SALEHI

a solo exhibition of analogue photography

November 7th - December 11th, 2021

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Artist Biography

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 through 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 an expansive 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.

Curatorial Statement

Hadi Salehi warmly greets us with his new exhibition SOUL, including works created during the pandemic. Tapping into a deeper level of consciousness, Hadi Salehi's analogue photography treats image making as a poetic practice. The unique mechanical and chemical processes employed by the experienced artist coalesce to form a metrical composition that transcends definition. By intimately exploring these ethereal portraits, this exhibition strives to articulate the spiritual nexus Hadi Salehi intuitively feels as the connection amidst all life. Looking beyond mere physicality, Hadi strives to capture hearts, imbuing his compositions with an expressive essence singular to each subject. Hadi connects to souls, through his work he invites others to discover, honor, and cherish the layered spiritual presence of this existence.



Mom, 2021, Unique, Type C Analog Print with Artist's Calligraphy, 37.5 x 29 in

The Wedding — Artist Statement

Surreal figures adorned with jewels and black tie finery dissipate into the air around them like bubbles from a champagne flute. These timeless poses are the candid images of wedding guests Hadi Salehi photographed at the marriage ceremony of a friend in 1999.

Accidents in the processing of the Type 55 Film led to the clouded atmosphere and disrupted textures found in many of the compositions. These unexpected motifs were treasured by Salehi, who took the film back to his studio and archived it for future use.

The pandemic of 2020 allowed the artist to revisit his expansive archives and rediscover these poetic images, all the extra time in the studio granted him the opportunity to manipulate each dreamlike composition with further treatments. Printed by hand with the classic Gelatin Silver technique, this unique series of limited edition works epitomizes Salehi's trademark ethereal aesthetic and passionate devotion to analogue methodology.

Suspended in sublime celebration, the mysterious subjects of "The Wedding" whisper enigmatic, intangible truths which echo throughout their shared reverie. Created in a series of serendipitous events, this body of work contemplates sacred and ineffable qualities of the human condition by virtue of time, spontaneous gestures, and fateful decisions.



7 *Wedding I*, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in



Wedding II, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in



9 *Wedding III, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in*



Wedding IV, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in



Wedding V, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in



Wedding VI, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in



Wedding VII, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in



Wedding VIII, 2020, 1/2 + 1 AP, Polaroid 55 Gelatin Silver Print, 20 x 16 in

***Fluidity* — Artist Statement**

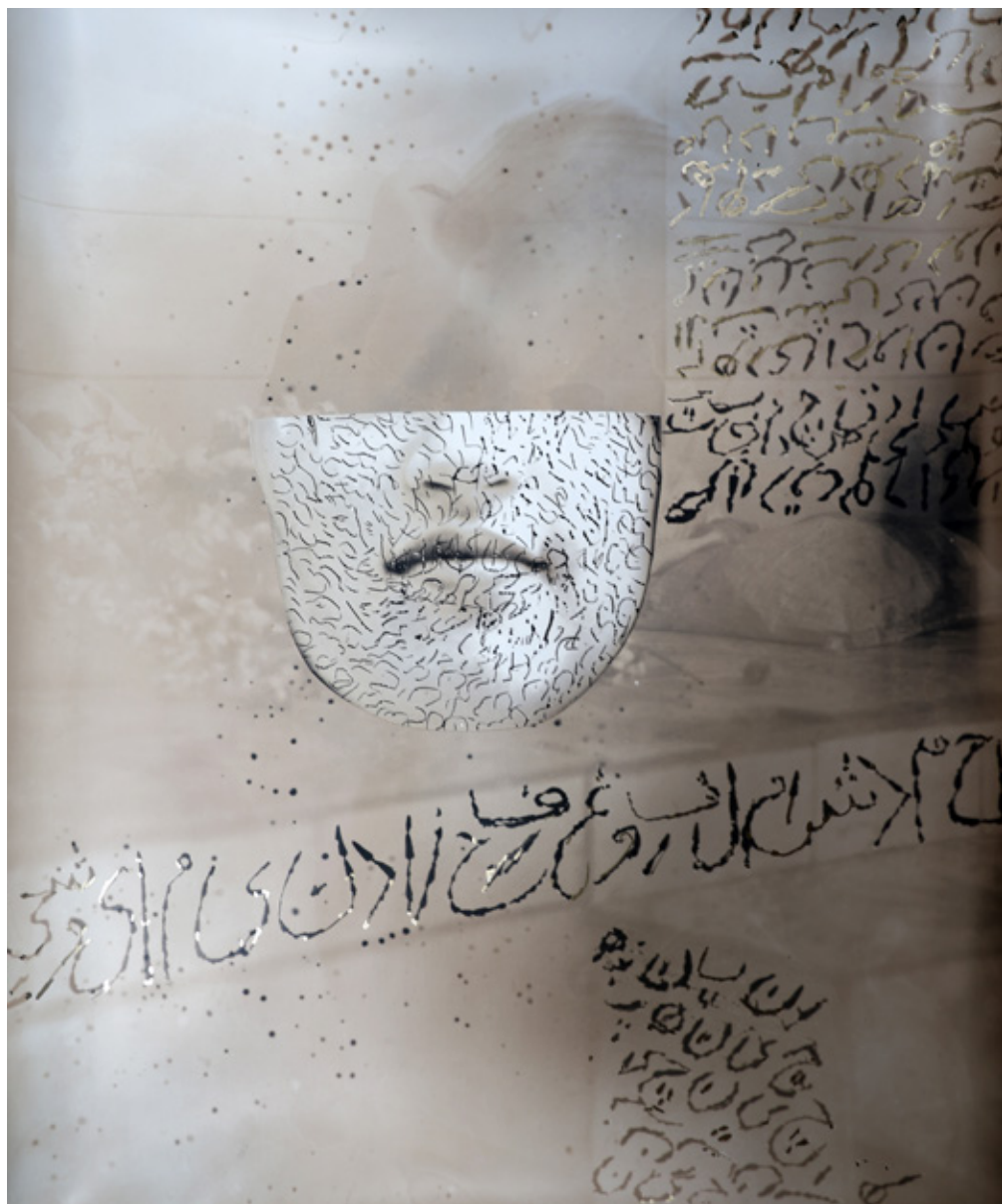
Combining film negatives of black and white portraits taken throughout the 2000s, the “Fluidity” series examines contemporary interpretations of gender and sexuality as 70 year old analogue photographer Hadi Salehi perceives and understands them. Hadi’s practice has always dealt primarily with the creation of evocative, layered images that the artist manipulates with chemicals, inks, and collage elements to visually represent his lifelong exploration of the human condition and all its complexity. Composed and printed by hand in 2020 at the artist’s Los Angeles studio, these layered, serene characterizations break down gender-specific barriers and interrogates the traditional binary. “Fluidity” focuses its gaze on issues of gender equality and LGBTQIA rights through soft, intimate portraits designed to express our common humanity and promote enhanced understanding towards all walks of life.



Fluidity II, (1/3 + I AP), 2021, Layered Negatives Gelatin Silver Print, 24 x 20 in



Fluidity III, (1/3 + I AP), 2021, Layered Negatives Gelatin Silver Print, 24 x 20 in



Reconfigured 18, 2021 Unique Layered C-Print Collage with Artist's Calligraphy, 24 x 20 in

***Reconfigured* – Artist Statement**

During the past year under lockdown, Hadi Salehi has had time to reflect and look inward. Early on in the pandemic, the 70 year old LA based analogue photographer began combing through his extensive archive of prints and film, eventually coming across a series of never before used photos from 2015. First, the artist developed each image by hand using the gelatin silver print process on ilford warm tone double weight fiber based paper, then Salehi began experimenting with combining the images through layering and collage.

Throughout this cathartic process, Salehi contemplates the past, reflecting on the shifting nature of memory. This became the basis of the *Reconfigured* series. Remembering the joys and sorrows of his life, Salehi realized that his feelings toward certain memories had changed as time went on, his present self retouching and at times reconstructing the past altogether. Salehi works to embody this complex feeling in the *Reconfigured* series, where images are cut, broken, and disintegrated, only to take on new life once combined with other prints.





Layers — Artist Statement

Hadi creates in layers, he is always experimenting with the developing process of each photograph. Using a myriad of antique cameras, Hadi's work begins with an analog portrait of his subjects, followed by the manipulation of those images. Hadi carefully pulls each photograph apart in their base negative form, and applies emulsion in a painterly fashion to create spontaneous and dynamic effects to the ink of the photograph. Through this layering of positives and negatives, text and imagery, Hadi creates imagery that is unique and soulful, and as modern as it is vintage.



Shiva Loka, 2019, 2/3 + 2 AP, Layered Analog Negative Silver Print, 40 x 38 in





HADI SALEHI - Curriculum Vitae

Born:

January 2, 1951, Shahsavari, Iran. Immigrated to the US in 1978.

Education:

B.A. Photography, Art center college of design, Pasadena, CA 1991

B.A. Library Science, Minor in Education, Tehran University 1977

Work Experience:

Professional photographer for Adidas, Billabong, Crystal, Dragon Fly, Free Ride, Gotcha, Los Angeles Times

Magazine, MCA, MCD, Nike, PG&E, Sony, Split, Tool, and Vans

Museum Acquisitions

Los Angeles County Museum of Art (LACMA) Permanent Collection, Edition 1 of Haparoot, M.2020.98. July 2020.

Exhibitions:

ADVOCARTSY, Once Upon a Time Group Exhibition - August 2021

Japanese American National Museum, Transcendents: Heroes at Borders - February 2020

ADVOCARTSY, LAYERS: The Art of Hadi Salehi's Photography - October 2019

ADVOCARTSY, Summer Show - July 2019

ADVOCARTSY, IRANIAN CONTEMPORARY SAN FRANCISCO - December 2018

ADVOCARTSY, ART + DESIGN COLLABORATION - November 2018

Art is the Place, Berlin - July 2017

Neue Galerie, Berlin - February - April 2016

ADVOCARTSY, IRANIAN CONTEMPORARY LOS ANGELES - December 2015

Kunsthau Lempertz, Berlin - September 2015

Community Foundation Auction, Berlin - September 2015

Align Gallery, Los Angeles - April - May 2015

South Bay Contemporary - June 2014

Hangar Gallery, Santa Monica - September 2012

The loft / MOPLA, Los Angeles - April 2012

Santa Monica Studios - January 2012

Zask Gallery, Palos Verdes - September - October 2011

Shirin Art Gallery, Tehran - November 2009

Los Angeles Maritime Museum - March 2008

Art Center College of Design, Pasadena - October - November 2007

Ministry of Defense, Los Angeles - February - March 2006

Rose Art Gallery, Orange County - December 2005

Laguna Art Show, Laguna Beach - March 2004

The Surf Gallery, Laguna Beach - September 2003

Orange Coast Art Center, Orange County - November 2002

The Basement, Los Angeles - May, 1999

