

It's Not Easy Being Green

LOA Open Call 2020 Finalist
Exhibition 27 March – 2 April 24/7 online, daily performance 5-6 pm.

In her first solo exhibition, Maria Mahfooz takes the imagination of a third culture kid and projects it onto a post-net green screen, interrogating ideas of representation and constructions of the self, as well as exploring how she navigates herself both digitally and in real life as a contemporary Muslim woman.

Taking herself as a point of reference and framing the work in the language of popular internet culture, Mahfooz focuses on the role she performs in the eyes of society. Across four different acts, Mahfooz presents herself consecutively on a flight of stairs as an ‘other body’ to be viewed, hosts an indoor pool party (complete with Burkini), interviews herself in the fashion media’s format of 30 Qs and dad dances. Each work, by transforming the space digitally, wittily inviting the viewers to reflect on their own perceptions, fetishisation and assumptions about the group and playing with the imagined border between muslim and ‘western’ culture.

Among the 140 proposals we received, Mahfooz’s work stood out because of her use of ingeniously placed humour in her snapshot-like video works. In addition, LOA found genuine value in her casual approach of culture exchange delivered by the workshop series Mahfooz hosted with her creative partner Sara Gulamali, titled ‘ Two hijabs and one _____ (bed/pingpong table/final conga) at Tate exchange.

Leading up to the opening of the exhibition, the artist and LOA worked together to responded to the COVID- 19 situation. We looked into the nature of the in-between and transformative spaces that Maria created in her work and made the decision to include all the viewers as part of the performative piece. The collective performance will be reflecting on the time we are overcoming and possibly create an hybrid experience of being together in isolation which many of us who embodied cross cultures background may relate.

Txt. Yu’an H, George H.

Maria Mahfooz (b.1995) is a London based multidisciplinary artist. Graduated from CSM BA in 2019, she has received Sid Motion Gallery Prize, commissioned by Rabbit Road Press Zine and her graduation piece is collected by UAL. Mahfooz is currently a resident artist at ACME studio.
► <https://www.mariamahfooz.com/>

‘ It’s Not Easy Being Green references Kermit the frog as Mahfooz finds solace in the paralleling narrative of coming to terms with the acceptance of this othered body. She appropriates the content to transform and translate it across the invisibility a green screen can offer. A material in her work used to offer transformative backgrounds with a subtext of being used by a body trying to find placement online and in real life.

The artist would like to thank Yu’an, Shona and Monica from LOA in particular for not only accepting the submission but also making the arrangements to transform the original show to one online. Also to extend a thank you to those that have joined online during these testing times as Maria and LOA Gallery hope to maintain the same sense of artistic cultural exchange irl to online, which wouldn’t be possible without the participation of such an engaging community.

Self Isolation with Maria Mahfooz
Sick Leave of Absence’

Sick Leave of Absence with Maria Mahfooz

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#LOA #Maria Mahfooz #livestream

Maria LOA Live Stream - Sunsets in her bedroom x

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136K

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Sick Leave of Absence with Maria Mahfooz

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LOA

Leave of Absence

The private view kit will contain:

A Drink: the private view essential.

Original flyer + Bubble envelope = Your free ticket to the closing event, 3 July at Dalston, London.

Exhibition hang out + reading list: to dive into Maria’s head space and working desk.

Wire clipper + A6 card: you are welcome to write down a message or social media account and display on your screen.

10K

REPLY

View 125 replies

Maria Mahfooz

Meet Maria daily at 5-6pm throughout the exhibition (27th March to 1st April 2020)

13

REPLY

Top chat

How to view:

Maria will be available across many platforms, we suggest taking a look at all three.

You can join the YouTube livestream following the link posted on www.leaveofabsence.london

Alternatively you can see how she’s set up the space on the @loa_london instagram livestream

As well as join the google hangout room with your drink on <https://hangouts.google.com/group/tSWHDAgWRyR8m2Kx9>

Feel free to share your opinions, contribute to discussions and invite friends. We look forward to seeing you online!

Maria Mahfooz

Say something... (slow mode is on)

0/200

HIDE CHAT

30 Questions With Maria Mahfooz

992K views • 3 days ago

Pakistani girls FARODY with Sara Gulamali

916K views • 6 days ago