

LEADING EUROPEAN ART GALLERY OPENS EXHIBITION IN BODRUM

Bodrum Loft will host the 'Persona' exhibition in collaboration with Thaddaeus Ropac, one of Europe's leading galleries

This summer, Bodrum Loft will not only offer its visitors a unique holiday experience but also a world-class art feast. Known for its modern architecture, unique atmosphere, and exquisite restaurants, Bodrum Loft will host the "Persona" exhibition in collaboration with Thaddaeus Ropac, one of Europe's leading galleries.

Curated by Selcan Atilgan, founder of Artsa Consulting, the "Persona" exhibition will take place from July 4 to September 1, 2024, showcasing the works of visionary artists Erwin Wurm, Tony Cragg, Tom Sachs, and Sylvie Fleury. This prestigious event will offer a unique experience of art within nature.

As every year, Bodrum Loft will not only provide its guests with a unique holiday experience but also a world-class art feast this summer. **Located in Demirbükü Bay**, Bodrum Loft is renowned not only for its modern architecture, unique atmosphere, and exquisite restaurants but also for hosting significant art events every year.

After organizing art events with **Germany-based KÖNIG Galerie and France-based Perrotin gallery in previous years**, Bodrum Loft collaborates this year with another leading European gallery, Thaddaeus Ropac, to present the "Persona" exhibition to art lovers.

The "Persona" exhibition, open from July 4 to September 1, 2024, and curated by Selcan Atilgan, founder of Artsa Consulting, will bring together art and holiday enthusiasts, offering a unique experience of art within nature.

PERSONA

"Persona" stands out as an exhibition that explores the multifaceted world of contemporary sculpture through the lenses of visionary artists **Erwin Wurm, Tony Cragg, Tom Sachs, and Sylvie Fleury**. Each artist offers a unique perspective on the essence of art, questioning traditional concepts and inviting viewers to transform the extraordinary through exceptional methods and self-reflection. Amid the silent whispers of bronze, steel, and metal, we encounter facades that hide our true selves in an endless theater of societal display. Each sculpture serves as a testament to the relationship between art and industry, bridging the familiar with the unfamiliar, the ordinary with the extraordinary. Here, craftsmanship turns into alchemy that transforms reality. Amid the twisted curves and elegant lines of human nature, we find a collection of mirrors reflecting the depths of our collective soul.

"Persona" invites the viewer on a journey of self-discovery and introspection, where the boundaries between art and life blur, turning the ordinary into the extraordinary and the mundane into the absurd.

ABOUT THE ARTISTS

Tony Cragg

Cragg's sculptures transcend known physical existence while offering a rich language and range of emotions. Rejecting the utilitarian and embracing the transformative, Cragg's creations evoke a sense of exploration and curiosity. With mastery of form and material, Cragg invites us to explore the depths of human expression and the limitless possibilities of artistic innovation.

Tom Sachs

Sachs's sculptures are as much about the process as they are about the product. Embracing the concept of "showing his work," Sachs reveals the meticulous craftsmanship and conceptual foundations behind each piece. From reimagining the traditional Japanese tea ceremony to deciphering capitalist culture, Sachs invites us to rethink our assumptions and confront the complexities of contemporary society.

Erwin Wurm

Believing in the potential for anything to be a sculpture, Wurm blurs the lines between sculpture and everyday life. With an exploration of absurdity and ordinary reality, Wurm invites us to question our perceptions and embrace the unconventional. From his iconic "One Minute Sculptures" to his unique interpretation of clothing as a second skin, Wurm's works encourage us to engage with the world around us in new and unexpected ways.

Sylvie Fleury

Fleury's work transcends traditional boundaries, encompassing sculpture, performance, installation, and painting. By repurposing ready-made objects and questioning the fetishization of luxury goods, Fleury invites us to rethink the transient nature of value and meaning. Her critical reflections on temporality and consumer culture prompt us to reconsider our relationship with materials and desire.

BODRUM LOFT

Highly praised by publications worldwide and quickly becoming an indispensable part of Bodrum, Bodrum Loft opened its doors for the 2020 summer season as an investment of the Akfen Group. The unique resort, located in Demirbükü Bay, offers an unforgettable holiday experience with its nature-respecting modern architecture and unique ambiance. Offering a distinctive accommodation experience with its unique reservation system, Bodrum Loft also houses branded food and beverage venues such as Loft Elia, Paper Moon Bodrum Loft, and Ters Köşe. Since its opening, Bodrum Loft has hosted various art and cultural events with leading organizations worldwide, providing its guests with a rich cultural experience in addition to their holidays.



Thaddaeus Ropac

London Paris Salzburg Seoul

ARTS

Artsa Consulting and Project is an international art consulting company based in Istanbul. It provides consultancy and procurement services for single artworks in homes, offices, and projects. Considering both aesthetics and budget, it creates personalized art programs and collections according to the needs and desires of its clients. One of the main goals of Artsa Consulting is to serve as a channel between art and individuals. As Artsa is not tied to a specific gallery or artist, it has a wide range of galleries and artists to uncover the best pieces.