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Press release

Anaid Art Gallery – presents "Eye Candy" signed by Mihai Florea

Thursday, 10th of February 2011, at 19.30, the opening of the exhibition "Eye Candy" signed by Mihai Florea, curator Diana Dochia, shall take place at ANAI D ART GALLERY. The persons who are fond of contemporary art will be able to visit the exhibition starting with **10th of February – 5th of March 2011.**

The contemporary individual is assaulted by commercials, either by billboards or TV adds, magazines, etc. Almost all the time the image of the product is accompanied or presented by a female model that has the perfect 90-60-90 cm body measures. The image of the female model sells the commercial product: starting from the common objects for domestic use and continuing with holidays spent in exotic islands, till expensive cars and luxurious villas, etc. The artists' interest in the consumerist society has its roots in the '60s Pop Art.

The exhibition "Eye Candy" signed by Mihai Florea equally satirizes the one who produces the commercial as the one who promotes and consumes it. The contemporary society is an "extra-wrapped" society as the artist Florea Mihai states. It is a society in which the woman becomes herself a part of the consumed product. The woman – The Temptation is the one who seduces the consumer to buy the product. She has the role of tempting, to attract potential clients. In the framework of the exhibition the feeling of roles inversion is present: The Women-The Temptation becomes a promoting object and common objects convert through promotion into unique objects.

The exhibition is thought in four sections: Common objects, Flags, Candy Eyes, Veneration.

Mihai Florea is a graduate of the National University of Fine Arts, Bucharest. Anaid Art Gallery invites you to make an incursion in the contemporary art from **Monday to Friday from 11 o'clock until 19 o'clock (11-19), and Saturday from 10 o'clock until 18 o'clock (10-18).**

Curator: Diana Dochia

Exhibition design **DKA**
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