

FOR IMMEDIATE RELEASE

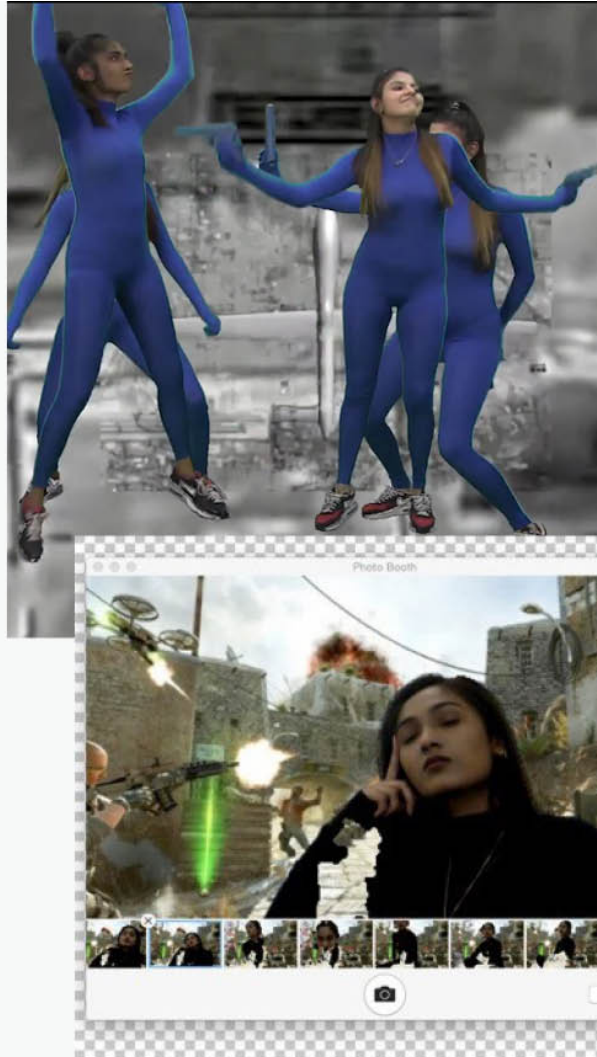
MUHAMMAD ZARINA

28th June
7.15–9pm

Program developed
in collaboration with
Frances Zuma Cooper

Digital cuts in hyper reality

- Screening
 - Live reading of **Practice as Self-Care Ω**
 - Talk with Seema Mattu



the CERA
PROJECT

**SCREENING + LIVE READING +
TALK**
28 JUNE | 7:15pm

RSVP Until 14 JUNE
theceraproject@gmail.com

PRESS
The press kit and high res images
are available upon request |
Please contact:
press.tcp@gmail.com

INTERVIEWS
Appointments to be made via
press.tcp@gmail.com

THE CERA PROJECT founded
by Inês Valle, is an independent
art platform, that departs from
the premise that "if the world is
flat, as the prophets of
globalization proclaim, then
what happens on the
underside?", and is envisaged as
an itinerant platform for the
promotion and exhibition of arts
on an international level, that
aims to focused on and about
Global South's narratives.

LOCATION (UK)
Hanbury Street, East London
www.ceraproject.com
T: +447 587028845
Opening Times:
by appointment only

CLOSEST STATIONS
(10m walking)
Shoreditch high St,
Liverpool St.
Whitechapel

ABOUT THE EVENING

The evening "Zarina Muhammad: Digital cuts in hyper reality" is the second event of the **Performance Program of *the CERA PROJECT*** that is being developed in collaboration with Frances Zuma Cooper and it will share the work of two emerging, dynamic, digital female artists, Zarina Muhammad and Seema Mattu. The evening offers a compelling insight into their practice as artists, writers, and activists, where their work explores critical multi-cultural issues, diverse geographical territories, and the blending of pop to political commentary into the post-Internet world. In the cut, digital collages are created with vibrancy into the hyper real, where humour is seen at play alongside and against cultural complexities, full of sociological weight, to create discursive knowledge in digital spaces.

Video Program << White Cube, Lage Raho, I hate the internet, Digjihad, Space Goddess, Tiger style feat. Seema Mutta and Yo Yo Honey Singh and Yaad piya ki aane lag >> Followed by a live reading of the essay "Practice as Self-Care" and Zarina Muhammad in conversation with artist, and collaborator, Seema Mattu.

ABOUT THE ARTISTS

Zarina Muhammad, born in 1994, London, England, is a moving image and performance artist who has recently graduated from Fine Art at Central St Martin's. Growing up in London with Gujarati and Bengali parents, her work deals with the in-between spaces of her diasporic experience; living in between cultures and the duality and fluidity of having a multi-cultural identity in the post internet world. Recent Group Exhibitions: 2015 Space Invaders, ArtLacuna, London; 2015 Cultural Bonds: Variant Spaces Collective, NSH Arts, London; 2014 Baldwin's Nigger Reloaded, INIVA, London; 2014 I'm Feeling 22, The Space, Abu Dhabi. Zarina shares her work through diverse avenues such as the UK based organization, Variant Space, a creative platform to advance the work of female Muslim artists. She has recently been selected for Bloomberg's New Contemporaries 2016.

Seema Mattu, born in 1993, Birmingham, England, is a digital artist who has recently graduated from Fine Art at Central St Martin's.

THE CERA PROJECT EVENT FACTS

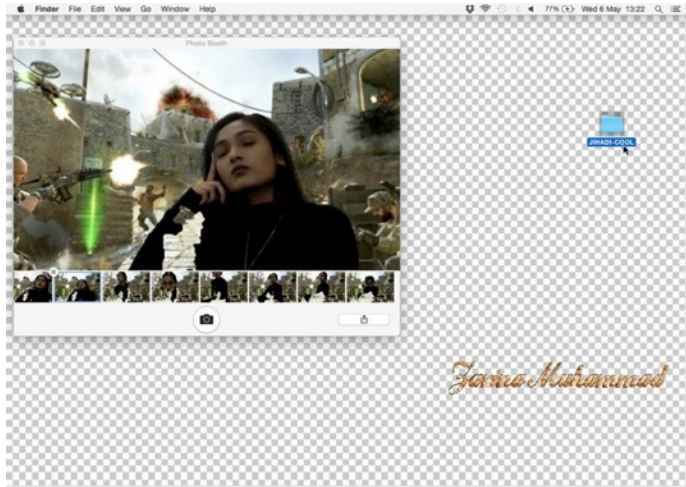
Event title: Digital cuts in hyper reality
Artists: Zarina Muhammad and Seema Mattu
Program developed in collaboration with France Zuma Cooper
Date: 28 June 2016
Hour: 7:15-9pm
Free event
Location: Hanbury Street, East London
T: +447 587028845
RSVP | by June 27th to Email: theceraproject@gmail.com
PRESS | Email: press.tcp@gmail.com

Program

White Cube, Lage Raho, I hate the internet, Digjihad, Space Goddess, Tiger style feat. Seema Mutta and Yo Yo Honey Singh and Yaad piya ki aane lag >> Followed by a live reading of the essay "Practice as Self-Care" and Zarina Muhammad in conversation with artist, and collaborator, Seema Mattu.

View Press Kit for hires artwork images and press releases in English.
For more information please contact press.tcp@gmail.com or +447 5870 28845

PRESS IMAGES



Zarina Muhammad



Zarina Muhammad