

A black and white photograph of a Venetian canal. In the foreground, several gondolas are moored along a walkway. The walkway is bordered by a railing with vertical posts that have alternating black and white horizontal stripes. Some of these posts are topped with a solid yellow cap. In the background, a large, ornate building with a central archway is visible. The archway has a sign that reads "VENETIAN ENTRANCE". A clock face is visible on the upper part of the building. The water in the canal is calm, reflecting the buildings and the sky.

# THE MIDDLE EAST AT THE VENICE BIENNALE

FROM THE 1950s TO 2011

canvas folios

# INTRODUCTION THE MIDDLE EAST AT THE VENICE BIENNALE

While Middle Eastern Contemporary art is considered an 'emerging market', the roots of its artistic practice and excellence have long been an intrinsic part of cultural and regional identity.

As the most prestigious non-commercial event in the art world, the Venice Biennale has been a stage for Middle Eastern art at its best – a history that is fundamentally linked to not only Contemporary art practices, but also the geo-political development of nations and the region.

*The Middle East at the Venice Biennale* will feature extensive research on regional participation from the 1950s to 2011, making it an unprecedented and vital element in the documentation of Modern and Contemporary Middle Eastern art.



## CONTENT HIGHLIGHTS

### SECTION 1 INTRODUCTION

- In-depth essays by international art experts on the impact of Middle Eastern presence at the Venice Biennale on the region and on artists' careers. Survey of how the artistic and socio-political developments of the region have affected participation.

### SECTION 2 TIMELINE

- Illustrated map of Middle Eastern Pavilions at the Biennale
- Images and statistics
- Corresponding themes
- Mapping of artistic movements in regional art

### SECTION 3 PAVILIONS

Comprehensive survey of all the Middle Eastern national Pavilions at the Biennale from the 1950s to 2011, including:

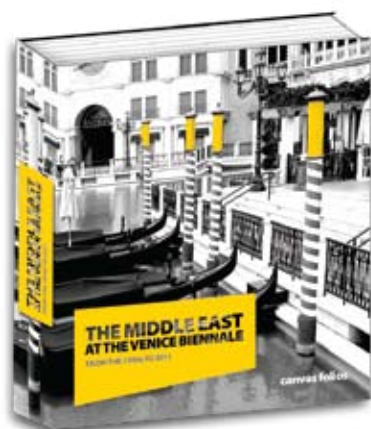
- Artist profiles
- Interviews with curators
- Interviews with commissioners
- Images from the Biennale and other milestones
- Analysis of the participation and its wider impact

### SECTION 4 COLLATERAL EVENTS

Comprehensive survey of all regional collateral events at the Biennale through the years, including:

- Artist profiles
- Interviews with curators
- Interviews with commissioners
- Images from the Biennale and other milestones
- Analysis of the participation and its wider impact

## APPROXIMATE BOOK SPEC



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PAPER: Art matte  
PRICE: \$100

# INSIDE SPREADS LOOK AND FEEL

# EGYPT



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## PR

A leading PR agency will be appointed for editorial placement and media engagement

Press releases to leading media and industry professionals

Review in *Canvas* magazine book section

Review on [www.canvasguide.com](http://www.canvasguide.com)

## DISTRIBUTION

Leading bookstores

Museums and galleries in the Middle East, North Africa, Europe and North America

Online sales via *Canvas* and Amazon

## EVENTS

Book launch event

Potential panel discussion at an important international art event

Promotion at *Canvas* stand at international art fairs

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*The Middle East at the Venice Biennale: From the 1950s to 2011* is an innovative corporate gift to promote your company's image as a supporter of the arts and make a lasting impact on your clients. The cover price of the book will be \$100. Pre-publishing bulk orders offered at a special discount.

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 52. Esposizione Internazionale d'Arte  
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# Pavilion of Lebanon

**Foreword**  
 Fouad Elkoury  
 Lamia Joreige  
 Walid Sadek  
 Mounira Al Solh  
 Akram Zaatari

June 8<sup>th</sup> - September 30<sup>th</sup>, 2007



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# THE MIDDLE EAST AT THE VENICE BIENNALE FROM THE 1950s TO 2011

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