



Ethereal Echoes showcases a Celestial Collaboration of Art & Couture

FWD by MOKSYZ, Centria Mall
Riyadh, Saudi Arabia.
25.11.2023- 09.12.2023

Riyadh, Saudi Arabia, November 07, 2023 —
Ethereal Echoes, a pioneering exhibition introduces a collaboration between Marina Fedorova, an international contemporary artist and Yousef Akbar, a Saudi Arabian fashion designer. The exhibition is a multifaceted dialogue between art, fashion, and culture enriched by digital reality, running from 25 November- 9 December 2023 at the FWD by MOKSYZ Boutique Centria Mall in Riyadh, Kingdom of Saudi Arabia.

The two creatives share a common vision to build a platform that redefines classical art and fashion design narratives. This extraordinary collaborative endeavour will unfold at the avant-garde setting of the FWD by MOKSYZ Boutique Centria Mall, nestled in the heart of Riyadh.



« It's a unique collaboration between two artists from different media — painting and fashion — and from different cultural and heritage backgrounds. "Ethereal Echoes" embodies our common visions of peaceful coexistence between nations, awareness of our planet's future, pushing the boundaries of self-expression, and chasing dreams. »

Marina Fedorova



The "Ethereal Echoes" exhibition will present the following elements:

Celestial Canvases by Marina Fedorova Couture
Constellations by Yousef Akbar Technological
Enchantment
Saudi Heritage Illumination



The exhibition features captivating paintings by Marina Fedorova from the Cosmodreams series of artworks. Envisioned as a self-contained artistic statement, Cosmodreams is the result of the author's extensive and long-standing research on the theme of space and related studies, philosophical reflections, and discourse. Paintings enhanced with augmented reality let the viewers go beyond the two-dimensional canvases and watch the stories unfold using a specially developed Cosmodreams: Art in AR mobile application. Among the artworks the exhibition also features those that are specially created for the "Ethereal Echoes".

Yousef Akbar adds an extraordinary layer with contemporary dresses of his own design. These dresses meticulously intertwine with the paintings, blurring the boundaries between the tangible and the ethereal. Each dress serves as a bridge between the tactile and the celestial, offering a captivating narrative that extends beyond the fabric.

Digital content introduced by augmented reality, virtual reality and other digital technologies transform the mere act of viewing into a multisensory immersive experience.

Beyond these pieces and inspired by each other's creative spirit, they weave a narrative that traverses dimensions and cultures, transcending boundaries with their artistic synergy. Their shared reverence for Saudi Arabia's rich heritage fuels the creation of masterpieces that breathe new life into the nation's cultural legacy, drawing inspiration from the enchanting Al-Ahsa Oasis.

Join "Ethereal Echoes" at the FWD by MOKSYZ Boutique Centria Mall from November 25th to December 9th, and experience the fusion of art, fashion, technology, and heritage. Organised by the Design House 'Sputnik Partners' and curated by 'Authenticité by Hatem Alakeel'.



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ABOUT MS. MARINA FEDOROVA:

Marina Fedorova is a prominent contemporary artist with international reputation. Born in St. Petersburg, she is currently based in Munich. Over the past two decades, her paintings have been featured in dozens of solo and group exhibitions in Russia and abroad, as well as art fairs, including Art Stage Singapore, Art Moscow, Art Paris, Art Monaco, Art Dubai, and ART021. Fedorova's artworks were acquired for the permanent collections of the State Hermitage Museum, the State Russian Museum, Erarta Museum of Contemporary Art, as well as by a number of private and international corporate collectors.

Since 2017, Marina has been working on the large-scale Cosmodreams project, a self-contained artistic statement reflecting the artist's perception of cosmic space. There, she harmoniously combines classic tools, such as canvas and oil colors, with digital technologies and computer programs, which complement her main works.



ABOUT YUSUF AKBAR:

A Saudi fashion designer and the triumphant winner of the prestigious Fashion Trust Arabia Eveningwear Prize in 2020, Yousef Akbar's journey is a testament to the transformative power of passion and creativity. He draws inspiration from the rich cultural tapestry of Saudi Arabia, infusing his fashion creations with a deep connection to his homeland.

Driven by a profound fascination with the interplay between fabric and the human form, Yousef Akbar dares to challenge conventions in the cutting and construction of garments, all while preserving an air of elegance and femininity. Each creation serves as his voice, a medium through which he delivers his messages and translates emotions into wearable art.



ABOUT SPUTNIK PARTNERS:

Sputnik Partners is a multidisciplinary design house and art platform focused on exceptional design product and art-related activities. Sputnik Partners supports artists, creators and "artisans d'art" (art craftsmen) to develop and promote on a proprietary basis high-end consumer product, unique real estate assets, and immersive artistic experiences, leveraged by digital technologies. Passion to inspire young people drives Sputnik Partners' mission: rebuilding bridges between our societies and art, notably using digital tools to bring viewers back to the arts.

Yousef Akbar

Authenticité
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Marina Fedorova