



ZAZ10TS PRESENT HYPERFACIALITY BY MICHEL PLATNIC

Exploring Identity and Subjectivity Through Art



NEW YORK, USA – ZAZ10TS is delighted to announce the opening of *HyperFaciality*, a multimedia art exhibition by acclaimed international artist Michel Platnic. The exhibition will run from May 16 to September 20 at the ZAZ10TS Gallery, located at 10 Times Square, New York.

HyperFaciality deals with identity and subjectivity through the lens of faciality, a concept coined by philosophers Deleuze and Guattari in their work, *A Thousand Plateaus*. Platnic's artistic exploration redefines the role of the face as a canvas, where the manipulation of facial features and expressions takes center stage. By engaging with the complexities of visual representation, Platnic challenges established norms and invites viewers to contemplate alternative forms of identity.

"According to Emmanuel Levinas, an ethical responsibility arises from the face-to-face encounter with another person, which disrupts our self-centeredness and calls upon us to acknowledge and respond to their humanity. I hope that my work can contribute to opening pathways for new encounters," says Michel Platnic

Platnic's unique approach involves restaging works by modern painters while honoring the original composition. Through reimagining iconic paintings primarily from the medium perspective, Platnic transcends the materiality of the subject matter, revealing new dimensions of essence and significance.

The exhibition at ZAZ10TS Gallery will showcase a diverse range of media, including fine-art pigment prints and living painting videos. Among the highlights are Platnic's acclaimed series *After Bacon*, inspired by Francis Bacon's work, as well as the *After Egon Schiele* series, which features reinterpretations of iconic pieces by Egon Schiele.

Visitors will also have the opportunity to experience Platnic's latest creation, *Garden Muse*.

The video series of *After Bacon* can also be viewed on *ZAZ Corner*, a public LED billboard showcasing digital artwork outside the building at the corner of 41st Street and 7th Avenue.

"We're excited to present Michel Platnic's exhibition, *HyperFaciality*, at ZAZ10TS Gallery," shares Tzili Charney, Founder of ZAZ10TS. "We hope that Platnic's work sparks meaningful discussions on identity and subjectivity and leads to connection and understanding, particularly in times of division."

For more information about *HyperFaciality* please visit www.zaz10ts.com/hyperfaciality.

About ZAZ10TS Gallery

ZAZ10TS is a cultural initiative that integrates art into the office building at 10 Times Square and showcases digital art on LED Billboards in Times Square. Founded by Tzili Charney, the ZAZ10TS gallery space utilizes the building's façade, lobby interior, and immediate environment to bring art and culture to the building's community and visitors. ZAZ10TS is committed to showcasing a diverse range of talent, from established to emerging artists, including special needs artists. It also collaborates with organizations nationally and internationally to support art. www.zaz10ts.com

About Michel Platnic

Michel Platnic (1970), a French native, transitioned from engineering to the arts after moving to Israel at 28. Graduating with honors from the Midrasha School of Art in 2010, he received the Shpilman Grant for Excellence in Photography. Platnic's diverse talents encompass theater, martial arts, and dance. Represented by the Lara Sedbon Gallery since 2019, his works have earned global acclaim, including the Ministry of Culture Prize for Fine Arts in Israel in 2022. www.michelplatnic.com

Media Contact:

Limei Wang, Director of ZAZ10TS
limei@zaz10ts.com