



FOR IMMEDIATE RELEASE



**ZAZ10TS Presents
Growing a Garden for an Unknown Lover
Photography and Video Art Installation by Boaz Aharonovitch**

Israeli artist Boaz Aharonovitch's photo-diary *Growing a Garden for an Unknown Lover* artfully documents a gardening project that took place in his studio. Incorporating photographic works and a single-channel video art installation, the archived garden is created from flowers, vegetation, and containers Aharonovitch collected from his immediate surroundings. He cultivated his plants, staged them to create the most appealing images and photographed them, hoping the images will attract an unknown lover. The outcome of the process is a meditation on the fleeting nature of the garden as a metaphor for the passage of time and longing. Curated by Aya Goshen and presented in conjunction with the Friends of Bezalel Academy of Arts and Design, the free public exhibition opens on January 23rd and runs through February 26, 2020 at ZAZ10TS, an ongoing cultural initiative that integrates art into the office building at 10 Times Square (also known as 1441 Broadway).

Aharonovitch's curiosity about gardening began with a one-month project in 2011 that resulted in an art book and a video work. Since the initial photo journal, his fascination with the subject and horticulture knowledge continues to deepen and has inspired a large body of work, becoming an integrated part of his practice. *Growing a Garden for an Unknown Lover* exhibits highlights from this ongoing series.



“Presenting the works in the context of the lobby of an office building in the hyper urban environment of Times Square emphasizes the slow, organic, and intimate process that the works depict,” says Aya Goshen, exhibit curator.

“Displaying an exhibit of a growing garden brings nature into the building’s community and provides workers, visitors and those passing by the opportunity for a private moment of contemplation and pause from the urban pace of New York City,” says Tzili Charney, founder of the ZAZ10TS lobby gallery concept presenting art and culture to the general public on an ongoing basis.

For more information about the exhibit, please visit www.zaz10ts.com.

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About artist Boaz Aharonovitch

Aharonovitch received his BFA and MFA from the prestigious Bezalel Academy of Arts and Design, Jerusalem. His work has been exhibited internationally in galleries and museums, including solo exhibitions at the Tel Aviv Museum, Israel; Herzliya Museum of Contemporary Art, Bielefeld, Germany; Andrea Meislin Gallery, New York; and Braverman Gallery, Tel-Aviv. Aharonovitch has won several awards such as the Rich foundation Award for an Israeli Artist, the Israeli Culture and Sports ministry prize, and Sharet Foundation Grant. He was born in Israel in 1970, and currently lives and works in Tel Aviv-Jaffa.

About curator Aya Goshen

Goshen was born and raised in Israel and moved to New York, where she recently completed her MA in contemporary art at Sotheby's Institute of Art. She also holds an MBA from Tel-Aviv University and a BA in Economics from Haifa University. Goshen combines a broad proficiency in marketing with an educated artistic eye when approaching projects. She initiates and curates contemporary art projects in NYC.

About [ZAZ10TS](http://www.zaz10ts.com) Gallery

ZAZ10TS is an ongoing cultural initiative that integrates art into the office building at 10 Times Square. Conceived by Tzili Charney, the ZAZ10TS gallery space employs the building’s façade, lobby interior, and immediate environment to bring art and culture to the building’s community, visitors, and passersby. ZAZ10TS takes pride in scouting and showcasing the gamut of talent ranging from established artists to young and emerging talent, as well as special needs artists, as part of its programming. In addition, ZAZ10TS partners with other organizations nationally and internationally to support art.



About the Bezalel Academy of Arts and Design

Bezalel Academy of Arts and Design in Jerusalem is one of the world's most prestigious art schools. The Bezalel Academy is synonymous with over a century of innovation and excellence and provides academic preparation and professional training to over 2,500 undergraduate and graduate students, with a wide range of degrees in art, architecture and design.

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