

Nostalgia for neon signs

By a staff reporter

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DUBAI: Painful Memory brings together seven recent neon works by emerging Iranian artist Saeed Farahani for his first exhibition in Dubai.

Farahani's fascination with the use of neon as an artistic medium arises from a nostalgia for neon signs in Tehran, which saw its popularity boom across the city's landscape during the sixties and seventies.

These neons heralded modernity and were a symbol of the technological advancements that had begun in the country at the time.

Neons also represented a fusion of art and industry, serving mainly the leisure, tourism and trade industries. They adorned cinemas, shops, hotels, clubs, etc., creating a man-made light show across the city's landscape.

Presented at Gallery 2 at Etemad Dubai, this grouping together of text and imagery creates a contemplative environment to reflect on the simple but poignant messages.

Neons have been made popular by a host of contemporary artists.

Here, all these neons use the colour of the Iranian flag (green, white and red) to evoke the ways in which change is manifested in the memory of the artist, one that will undoubtedly be shared by a young generation of Iranians.