



## **XVA Gallery offers a glimpse of a forgotten Pakistan with an arresting exhibition by Imran Channa**

Adopting its title from the infamous phrase 'the media is the message', Imran Channa's solo exhibition offers a refreshingly uplifting depiction of a nation so often associated with trouble and strife.

In his depictions of Pakistan, Channa invites us to dwell on his nation's rich and dense culture and history, which is so often forgotten by modern media. Building upon his previous work, the artist continues to examine numerous aspects of Pakistani history, including its icons and traditions, many of which are rapidly disappearing from his fellow citizens' contemporary consciousness.

Compressing time and motion onto a single plane, the artist's large scale abstract pencil drawings resemble landscapes experienced as though driving past them in a fast moving vehicle, blurring the distinctions between objects. His work is a conscious act of slowing down history as it evolves, drawing out the continual process of Becoming over a longer period than what is experienced in real time. Yet in the end, the artist suggests, all that is left is the memory.

Imran Channa: *The Memory is the Message* (solo exhibition)

**18 May – 18 June, 2011**

**XVA, Gate Village 7, DIFC**

**ends**

### **About XVA**

Established in 2003, XVA is one of the leading galleries in the Middle East specialising in contemporary art from the Arab world and Iran. Its rigorous exhibition programme includes works by emerging, mid-career and established artists who are responding to their local environments in thoughtful and provocative ways. XVA offers art consultancy services, providing expert consultancy and full project management for companies and individual requirements in art



**XVA Contact:**

Madeline Yale, XVA gallery director  
XVA Building 7, DIFC Gate Village  
E: [madeline@xvagallery.com](mailto:madeline@xvagallery.com)  
T: +971 56 103 2766

**TOH PR Contact:**

Sophie Toh / Polly Sweet  
E: [firstname@tohpr.com](mailto:firstname@tohpr.com)  
T: +971 50 989 1625  
W: [www.tohpr.com](http://www.tohpr.com)