

NEWS RELEASE | For Immediate Release

House of Beau gallery x Janet Rady Fine Art presents
A landmark Moroccan Art exhibition in London

The Casablanca Art School & Beyond | A New Moroccan Generation
at 4 Cromwell place (Wing gallery, 2nd floor), South Kensington, SW2 7JN, London
from Tuesday, May, 28th to Sunday, June 2nd, 2024

A group exhibition showcasing thirty five artworks by ten prominent figures of the Moroccan artistic landscape, from the 1960s to the present day.

Farid Belkahia
Mohamed Chabaa
Mohamed Hamidi
Mohamed Melehi
Malika Agueznay
Mahi Binebine
Mohamed Anzaoui
Reda Boudina
Kamil Bouzoubaa-Grivel
Abderrahim Trifis

Rabat/London May 2024 - The landmark exhibition "The Casablanca Art School & Beyond | A New Moroccan Generation" offers a captivating glimpse into the Moroccan artistic landscape from the 1960s to the present day, with a spotlight on a new generation of multidisciplinary and innovative Moroccan artists.

The exhibition commences with iconic works by artists from the Casablanca Group, which shaped Morocco's artistic evolution during the 60's and 70's and were renowned for their bold departure from Western artistic conventions. This era witnessed the emergence of a new form of abstraction, infused with geometric shapes and materials inspired by Moroccan craftsmanship, such as copper, animal skin, or henne.

The show continues with a special showcase of works by artists from the new generation notably Mahi Binebine and Mohamed Anzaoui, both influenced by the Casablanca movement and its social commitment. Despite the diversity of their artistic backgrounds, Binebine and Anzaoui share poignant reflections on the human condition and the myriad of experiences shaping Moroccan society.

Binebine is regarded as one of the most prolific Moroccan artists, with his books being translated in over fifteen languages and his works featured in the most prestigious museums and collections worldwide.

Mahi Binebine's work delves into the complexities of the human experience, often using powerful metaphors to depict imprisonment, both physical and psychological. His work captures the extremes of human existence, reflecting contemporary struggles with intensity. His use of turquoise blue adds depth and introspection to his paintings, symbolising the inner turmoil and challenges faced by his subjects. Through his work, he invites viewers to confront existential questions about confinement, isolation, and resilience.

Anzaoui's paintings whisk viewers away into a dreamscape where everything is conceivable amidst the sky, sea, and earth. Colours blend seamlessly, from acrylics to a myriad of pigments, applied with a variety of techniques onto the canvas, hence creating surfaces that are sometimes smooth, textured or rugged. His artworks serve as a reflection on humanity and its emotions, nature and its landscapes, and the interplay between them. Woven into his ethereal compositions, the four elements - water, earth, fire, and air - act as recurring motifs that he artfully explores across his canvases. This poetic realm beckons viewers to embark on the artist's introspective voyage.

Concluding the exhibition are showcased graphic works by two emerging artists, Reda Boudina and Kamil Bouzoubaa-Grivel, from Morocco and its diaspora. Their works challenge our perception of surface and depth, using unique techniques and unconventional materials such as concrete, plexiglass, metal or oil based ink in their compositions.

Inspired by the quintessential brutalist architectural movement originating in the UK in the 50s and prevalent in Moroccan urban landscape, Boudina uses concrete as a primary material, blending it with other mediums in original compositions. Meanwhile, Bouzoubaa-Grivel explores a novel approach to drawing that blurs the boundaries between digital and physical realms, drawing inspiration from graphic patterns and Japanese comics.

By presenting a range of techniques and styles across established and emerging artists, the exhibition strives to reflect the richness and vitality of the contemporary art scene in Morocco.

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For VIP Preview, press interviews and to book a private curated tour of the exhibition, please contact:

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[Visuals](#)

Notes to Editors:

CASABLANCA ART SCHOOL AND BEYOND - A New Moroccan Generation is open to the public at 4, Cromwell Place (Wing Gallery, 2nd Floor), South Kensington, SW2 7JN London as follows:

VIP Preview (by invitation):

- Talk "Art in Morocco" & Press preview: 10.30 - 12.30
- Opening cocktail: 18.00 - 21.00

Exhibition Times:

- Tuesday, May 28th to Saturday, June 1st, 2024, 10am – 6pm
- Sunday, June 2nd, 2024, 10am – 4pm

About House of Beau :

Located in Rabat and London, House of Beau is an art house showcasing ground-breaking artistic expressions & creating unique experiences. We exhibit and champion a roster of talented artists, bearers of daring aesthetics and endowed with strong theoretical foundations. We aim to nurture ground-breaking talent, providing them with a global, integrated platform to springboard and share their narrative with international audiences.

The art house embraces an immersive curatorial approach, placing artists and their research at the heart of its ecosystem and looking to foster close relationships, sharing common values with curators, museums and prominent institutions worldwide.

House of Beau aims to promote cultural exchange and universal dialogue between Africa, the Middle East, and the West by shedding light on our shared heritage, encouraging collaboration and experimentation to drive innovative practices and advance the cultural environment of a wider community. www.houseofbeau.net

About Janet Rady Fine Arts

Based between London and the United Arab Emirates, Janet Rady expresses her creative talents as a specialist in contemporary art. Highly educated in the field, Janet holds a Master's Degree in Islamic Art History from the University of Melbourne, and a BA from the School of Oriental and African Studies, University of London.

As well as expert knowledge of art history, Janet has extensive industry experience, spanning over 35 years. Passionate about the international art market, she continues to build on her diverse skills from her time at leading auction houses and major commercial galleries. www.janetradyfineart.com

Artists Presentation -

About Mahi Binebine

Born in 1959 in Marrakesh, Mahi Binebine moved to Paris in 1980 to pursue his studies in mathematics, which he then taught for eight years before devoting himself to writing and painting. After writing his first novel, "Le sommeil de l'esclave" in 1992, he moved to New York in 1994, where his paintings became part of the permanent collection at the Guggenheim Museum. He came back to France in 1999 but in a tense political climate, after the far-right party almost won the presidential elections, he decided to return to his hometown of Marrakesh where he currently lives and works.

Mahi wrote twelve novels, amongst which "The stars of Sidi Moumen" adapted to cinema by Nabil Ayouch under the name "Horses of god", winning numerous awards, notably at the festival of Cannes. With Ayouch and the Ali Zaoua

Foundation, he presides over six cultural centres named "Les étoiles" ("The Stars") for the benefit of street children and impoverished youth.

Mahi Binebine is widely regarded as the most famous and prolific Moroccan artist, with his books being translated in more than fifteen languages, and his paintings featured in the most prestigious museums and collections around the world.

About Mohamed Anzaoui

Born in 1964 in Asilah, where he currently lives and works.

Mohamed Anzaoui's journey into the realm of painting began in the children's workshops of the Cultural Moussem of Asilah. His professional life took a significant turn in 2001 with a residency at the Cité internationale des arts in Paris. Since the early 1990s, he has showcased his work, initially in Asilah, and later across Morocco and Europe, including Spain and the Netherlands.

In 2000, he co-founded «L'Atelier» in Asilah with Mouad Yebari and Souhail Benazzouz, a space dedicated to exhibitions, experimentation, and camaraderie.

Despite no formal academic training, Mohamed Anzaoui's paintings transport viewers into a realm of dreams, where everything is conceivable amidst the sky, sea, and earth. Each artwork narrates dreams teeming with memories and desires that animate his existence within the world he inhabits. Themes of the body, flowers, and animals, among others, pervade his work; the fish often acts as a guiding symbol, opening spatial dimensions. Colours blend seamlessly, from acrylics to a myriad of pigments, applied with a variety of techniques onto the canvas, creating surfaces that are smooth, textured, or rugged.

These surfaces carry the essence of the painting, penetrated by calligraphic-like signs that have transcended the realm of writing.

About Reda Boudina

Reda Boudina was born in 1995 in Meknes. He lives and works in Rabat.

He has been signing his RDS frescoes since his debut in 2010, at the age of 15.

He pursued Applied Arts as a specialisation in his High School baccalaureate before enrolling in preparatory classes for a degree in art and graphic industry. He then joined the leading National Institute of Fine Arts of Tetouan, Morocco, (INBAT) from which he graduated in 2019.

His first contact with street art came at a very early age: he was fascinated by the graffiti he saw from the top of the railway bridge in his hometown, and this represented a major artistic discovery for him. It was the graffiti of the late Rabie El Addouni, a recognized pioneer of graffiti in Morocco.

Reda explores the forms and compositions inspired by brutalist architecture, experimenting with its timeless characteristics and unique way of shaping space, thus plunging us into a re-lecture of the pioneering brutalist movement and inviting us to question a certain approach to urban modernity.

About Kamil Bouzoubaa-Grivel

Kamil Bouzoubaa-Grivel, born in 1992, is a French-Moroccan artist based in Paris.

In his artistic exploration, Kamil seamlessly blends digital and manual techniques,

exploring the intricate relationship between surface and depth. Inspired by graphic grids and abstract comics, particularly drawn to the works of Yuichi Yokoyama, he navigates the realm of abstraction through a monochromatic palette reminiscent of typography. His practice thrives on collaboration and experimentation, crafting custom tracing tools and ink mixtures to create unique textures and visual effects. Through his work, he blurs the boundaries between digital and physical, immersing himself in gesture, repetition, and the exploration of new formal environments.

Kamil has showcased his work at the Pernod-Ricard Foundation, Bétonsalon - Center for Research (Paris), La Panacée - MOCO (Montpellier), Fiminco Foundation (Romainville), European Parliament, Espace Niemeyer, Wallonia-Brussels Center | Paris, Cēsis Contemporary Art Center (Latvia), as well as Komplot (Brussels). He has also enjoyed residencies at the Cité Internationale des Arts and Villa Belleville. In 2025, he will be a resident at the Boghossian Foundation at Villa Empain in Brussels.

Kamil has received several distinctions, including the Drawing Prize from the Hugot Foundation Collège de France in 2019 and the Takesada Matsutani Prize in 2020. In 2023, he was awarded the Creation Aid (AIC) from DRAC, and he received a research grant from ADAGP.

About Abderrahim Trifis

Abderrahim Trifis was born in 1974 in Sidi Mokhtar, a picturesque village nestled between Essaouira and Marrakech. He belongs to the Oulad Bou Sbaâ family, transhumants originating from the Sahara and acclaimed for crafting carpets adorned with motifs reminiscent of nomadic life.

Trifis stands out through a remarkable creative expressiveness, instinctively drawing from the archetypes of his nomadic ancestors. He draws inspiration from his environment, a blend of both wild and luminous elements, exploring inner horizons through a captivating imagination.

Renowned for his dreamlike and metamorphic style, Trifis creates artworks imbued with a profound connection to nature and folk tales. His artistic approach seamlessly merges figurative and abstract elements, giving rise to vibrant and abstract compositions that bear witness to his creative universe.

About Cromwell Place

Set within five Grade II listed Victorian townhouses in South Kensington, Cromwell Place is one of London's most exciting arts destinations, offering a year-round programme of diverse exhibitions open to the public across 14 gallery spaces. As a membership organisation and innovative arts hub, it also provides an environment in which galleries, collectors, dealers, curators, and arts professionals can collaborate and flourish together. www.cromwellplace.com