

VICTOR VASARELY “THE ABSOLUTE EYE” **FROM NOVEMBER 11TH 2005**

After the success of the exhibition “**Beyond Infinity**” – **The Art of M.C.Escher**, the Museum **Herakleidon, Experience in Visual Arts** will proceed in the presentation of the Hungarian-born French artist **Victor Vasarely (1906-1997)**, internationally recognized as one of the most important artists of the 20th century. The exhibition, with the title **Victor Vasarely “The Absolute Eye”** commemorates the centennial of his birth and will be on display from November 11th 2005 to September 3rd 2006. The exhibition will consist of 3 phases:

- **Phase I - 11/11/2005 – 12/3/2006:**
Phase I centers mainly on Vasarely’s serigraphy work. The artist believed in what he called a “social art”, not wanting art to be reserved for the “elite”. In his writings, he often stated his belief in the new way of disseminating art and the value of multiples.
- **Phase II – 16/3/2006 – 18/6/2006:**
Phase II uses multi-media to present the artist’s work, once again following Vasarely’s beliefs as presented in his writings. Vasarely understood the power of the moving picture and in 1967 stated: “The artist’s film will become the disseminable, optimal and optimistic work, a genuine common treasure”.
- **Phase III – 22/6/2006 – 3/9/2006:**
In Phase III, the museum visitor, while enjoying Vasarely’s works, experiences art hands-on and is invited to participate in the creation of “Op Art” images with the help of a computer. Vasarely foresaw the advent of this technology and regretted having been born a century too early.

In the first Phase, the Museum will present approximately 70 works of the artist serigraphs, drawings, oil and acrylic paintings, rough drafts for advertising posters, as well as personal objects. The exhibits, which cover all the periods of Vasarely’s artistic career, come mainly from the permanent collection of the Museum, but also from other private collections.

Furthermore, the exhibition will include quotes of the artist, giving the visitor the possibility to comprehend the artist’s beliefs and philosophy.

At this point, we’d like to thank Mrs. Michèle Vasarely, daughter-in-law of the artist, for her invaluable collaboration.

During the exhibition Victor Vasarely “The Absolute Eye” visitors will also be able to purchase the complete exhibition catalog, a trilingual (Greek, French, English) publication of our museum, in three volumes, one for each phase.

Victor Vasarely is considered the leader of Op Art (optickinetic art) a mathematically themed form of abstract art which developed in the early 1960s with an aim to stimulating the eye through a radical use of shapes and colours. Vasarely’s innovations in optical illusion and kinetic art have inspired many contemporary artists.

“**The Absolute Eye**” refers to Vasarely’s ability to see the world through a prism, translating shapes and forms into a set of basic “art elements”, which he captured and then used to convey his messages through his stunning images. As a result we too see in his works these universal elements and can easily identify with them.

The artist was born in 1906 in Pecs, Hungary. He studied art at the Podolini-Volkman private academy in Budapest. He discovered abstract art while studying at the Mühely Academy, a center for Bauhaus thought in Budapest. After his first solo exhibition in 1930, in the Kovaks Akos Gallery, in Budapest, Vasarely settled in Paris, where for the next 13 years he pursued a graphic design career. In 1944 he exhibited 150 drawings and graphic work at the inauguration of the Galerie

Denise Rene in Paris, after which began a four-year period during which he worked exclusively in oil. In 1947 he published his first series of prints. At this time, he also returned to nature and geometrical forms. In 1955, Vasarely wrote his "Yellow Manifesto", developing the idea of "plastic kinetics" and returning to Bauhaus ideas of art. In 1968, he began experimenting with deforming lines, leading to the *Vega* period. During the '60's and '70's Vasarely's images became part of popular culture, influencing architecture, fashion, and design in general.

Vasarely died in Paris, in 1997, at the age of 91. Although he acquired fame, he insisted on making his art accessible to all. His motto was "**Art for All**".

Herakleidon, Experience in Visual Arts

Herakleidon 16, 118 51 Thissio / 210-34 61 981

Metro Station: Thissio

Working Hours: Mon.-Sun. 13:00 – 21:00

General admission **6€**, / Students and persons over 65 **4€**, / Children under 12 free

Groups Visits : Kindly call to make arrangements

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