



Amir Zaki

Parent & Child 2017, Ultrachrome print, 60 "x 84"

Who: Amir Zaki is a photographer living and working in Huntington Beach.

What: Zaki says he is interested in "the rhetoric of authenticity" and is deeply invested in "exploring digital technology's transformative potential to disrupt photography's assumed truthfulness." He constructs scenes that are somewhat off-register, "out of key" and ever so slightly faux. He often uses the architectural landscape of Southern California as a subject, as it seems particularly appropriate to his process.

How: Zaki creates hybridized photographs that carefully use the vocabulary of the documentary style so the viewer's belief in its veracity remains intact, at least initially. His work begins with the familiar, by looking at objects, structures and locations that are often pedestrian and banal. It should be made clear that although Zaki is fascinated and inspired by this architectural and cultural entropy, his intention is not to record, replicate or simply document his subject.

Quoted: "My working methodology is a slow process of experimentation and discovery, and I would say this process itself is the most rewarding aspect of being an artist."

Noted: Zaki's solo exhibition "Getting Lost" was recently mounted at Edward Cella Art & Architecture in Los Angeles. His work has been collected by the Orange County Museum of Art, the Whitney Museum of American Art in New York, Los Angeles County Museum of Art and the UCLA Hammer Museum in Los Angeles.

Hopes: "My intention is not to fool the viewer, but to present assertions that lead to questions about the nature of the veracity of the images I'm presenting." **As shared with Jeannie Denholm**

⌘ amirzaki.net ⌘ edwardcella.com

Courtesy of the artist & Edward Cella Art & Architecture