

DA
DA

NERA O NESS

**ANA SILVA, MOHAMED EL BAZ,
KARIM CHATER AKA Style_beldi,
ABDELAZIZ EL BERDAI**

**FROM FEBRUARY 10 TO APRIL 30 2023
FOM 10AM TO 6PM**

DaDa is an exhibition space that celebrates, in the heart of the Medina, the effervescence of the current art scene in Morocco, Africa and the world. A living laboratory for artists in all fields of creation, open to all audiences, DaDa offers every year since 2019, during 1-54 Contemporary African Art Fair, access to exhibitions and artistic performances.

From February 10, 2023, DaDa welcomes the work *Legado* by artist **Ana Silva**. From her different techniques, the artist retains the sewing and combines lace with fabrics and African colors. Ana Silva's aesthetic is a story delicately suggested behind the laces and nets where female figures, «dadas», are revealed.

Opposite, DaDa invites the young photographer **Karim Chater** aka **Style_beldi** to exhibit his personal photographic work for the first time. The exhibition *MERA O NESS* presents the portrait of powerful Moroccan women, mothers, protective figures, «dadas».

Following the series *MERA O NESS* is shown a selection of portraits that have made the fame of Style-beldi on the social network Instagram. Images influenced by the family album of Karim in which he draws his inspiration from the photographs of his father as a vintage dandy of the 80s, sublimating at the same time the image of the working-class neighborhoods of Casablanca.

TRIK TWILA (a long road) is a project by the duo **Karim Chater & Abdelaziz El Berdai** which presents a collection of 10 vinyl covers with each 1 original 60s video on SD card. *TRIK TWILA* tells in 10 episodes the story of Karim, a passionate and curious young man who leaves the countryside for the city and finds success in music in Marrakech.

DaDa also reveals again to the public the *DADA* work of **Mohamed El Baz** who joined the Collection.



Ana Silva, *Legado*, 2022 - 2023, Sacs en plastique tissé, broderie, 116x250cm
© Galerie MAGNIN-A, Paris - Photo Salah Bouade, Marrakech Black&White

LEGADO, 2022-2023

Ana Silva's creativity is expressed through the plurality of her materials. Canvas, wood, metal, acrylic or fabric are as much the materials that surround her as the forms of her art. During her walks in the markets of Luanda, she diverts the primary use of raffia bags or other doilies to make a work of memory. From the abandoned object to the relived object: «I cannot separate my work from my experience in Angola, at a time when access to materials was difficult due to the war of independence and the civil war. My creativity was born from the exploration of my immediate environment. From her different techniques she retains sewing and combines lace with African fabrics and colors. Ana Silva's aesthetic is a story delicately suggested behind the lace and nets where female figures are revealed. Also, a writer, Ana Silva accompanies her series with poems full of memories.

ANA SILVA

Ana Silva was born in Calulo,
Angola, in 1979.
She lives and works in Lisbon,
Portugal, and Luanda, Angola.

Installation realized with the kind
collaboration of Galerie
MANGIN-A, Paris.
Courtesy MAGNIN-A and Ana Silva.

Karim Chater aka Style Beldi was born in 1995 in Casablanca. He lives in Casablanca.

With the support and complicity of Nathalie Locatelli, GALERIE 127, Marrakech.

MERA O NESS, 2022

It was during a telephone exchange between Karim Chater and his mother that the latter concluded the call with: «Don't worry about it, I'm a mera o ness. This expression, derived from *rajel o ness*, is used in popular language to describe a capable man, and is not usually used for a woman. This challenged Karim who, with the help of his partner Abdelaziz Elberdai, began a journey to meet Moroccan women of the Atlas, powerful women, mothers, and sisters who structure the home, who advise, support and accompany. This photographic series realized between November 2022 and January 2023 honors the Moroccan woman.

KARIM CHATER



Copyrights image: *Mera O Ness* © Karim Chater & Galerie 127

Karim Chater aka Style_beldi was born in 1995 in Casablanca. He lives in Casablanca.

With the support and complicity of Nathalie Locatelli, GALERIE 127, Marrakech.

2019 - 2023

The character of Style_beldi was born in the mind of Karim Chater as he immersed himself as a child in the very SAPE world of his family's photo album and portraits of his father as a vintage 70' and 80' dandy. On Instagram, Karim celebrates the neighborhood of Karyane Rhamna, his childhood slum that he considers one of the most inspiring places for his work, «Our current neighborhood is a total blessing in my career, every time I stand on my rooftop, look down and see the lifestyle of its residents, the hard work they have to do to survive, the motivation and determination of its youth to change their humble conditions and live a better life,» he said. «I am touched, and it pushes my emotions out, I translate them into art and I transmit them to the world. Without Karyane Rhamna, I don't think I would have started Beldi Style. With his partner, photographer and vintage stylist Abdelaziz Elberdai, they crisscross Morocco to meet looks, moods, energies to affirm and renew the unique and inimitable Beldi style and are now invited to make series outside the borders including recently for the magazine GQ Middle East. Karim Chater promotes the popular and traditional culture of the neighborhoods that he sublimates in chiseled settings.

STYLE BELDI

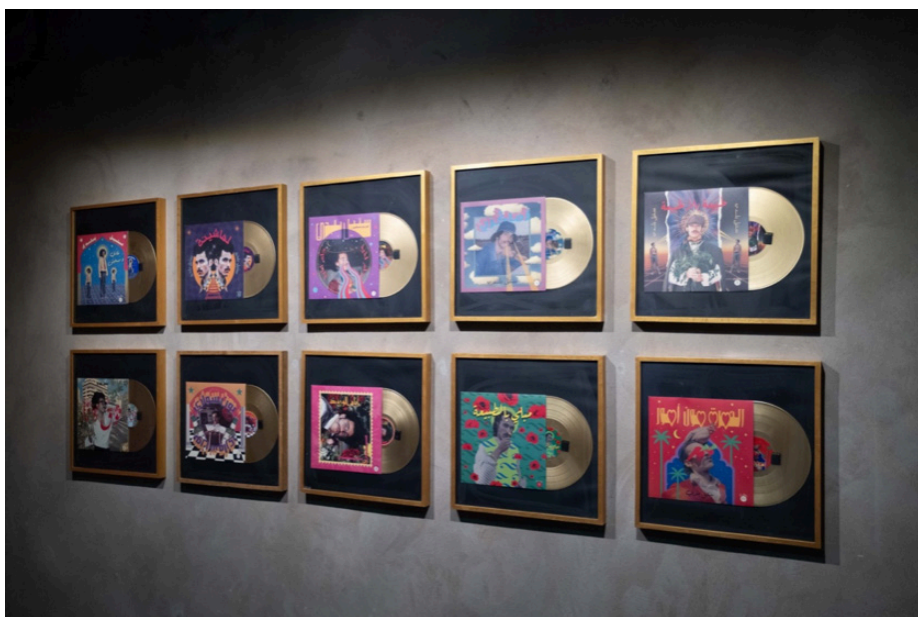


Copyrights image © Style_beldi

KARIM CHATER ABDELAZIZ EL BERDAI

TRIK TWILA (A LONG ROAD), 2023

Collection of 10 vinyl covers each with 1 original 60s video on SD card



Trik Twila © Karim Chater, Abdelaziz El Berdai & Galerie 127
Photo Salah Bouade, Marrakech Black&White

TRIK TWILA tells in 10 episodes the story of Karim, a passionate and curious young man, who leaves the countryside, his family and his quiet life, to discover the city, promise of success and fortune, taking with him for only luggage its GEFA (typical Moroccan bag). In town, Karim oscillates between wonder and amazement, and quickly loses his candor to become a corrupt young man. It is then his GEFA, a fetish with magical virtues, which brings him back to his true nature. He takes the road to the countryside of southern Morocco and arrives in Marrakech with the idea of rediscovering his values... From this contemporary epic is born a narration in 10 gold discs, symbols of success, each accompanied by its video clip. The covers and videos in which Karim is the protagonist are co-created with Adelaziz El Berdai.

Karim Chater was born in 1996 in Casablanca.
He lives in Casablanca.

Abdelaziz El Berdai was born in Rabat in 1998.
He lives in Rabat.

Exhibition produced with the support and complicity of GALERIE 127, Marrakech.



Copyrights image: *DADA*, Mohamed El Baz © Mika Huard

Mohamed El Baz was born in 1967 in Ksiba, Morocco.
He lives and works in Casablanca.

DADA, 2019 – 2023

An integral part of the Bricoler l'incurable corpus that Mohamed El Baz has been pursuing since the beginning, DaDa is a perennial work created especially for the site. By proposing to decline the word Dada in French and in Arabic, the artist continues, with this luminous installation, his work on memory and puts in mirror two filiations. The word Dada in Arabic letters refers to the family, the nickname given in this region of Morocco to the protective figure of the home, while its version in Latin letters refers to the intellectual and artistic movement to which it refers. The use of red and green, the colors of the Moroccan flag, reinforces this duality, with on the one hand belonging to a tradition and on the other hand questioning conventions and affirming a freedom of expression. The installation is crowned by a cloud-belt, referring to the idea of laboratory that accompanies DaDa in its mission to support creation.

**MOHAMED
EL BAZ**

Art Direction, Sonia Perrin
Interior design, Anne Favier
Production Manager, Sajoua Bentayeb
Communication, Laftimi Group

OPENING ON FRIDAY FEBRUARY 10, 2023, FROM 7PM
EXHIBITION OPEN TO THE PUBLIC FROM FEBRUARY 11 TO APRIL 30, 2023
EVERY DAY FROM 10AM TO 6PM
FREE ENTRANCE

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