

Under the patronage of the Embassy of Belgium to the UAE



## PRESS RELEASE

### CROSSROADS #19 | SMOKE ART

Belgium photographer, Philip Van Avermaet at Yas Viceroy, Abu Dhabi

#### For Immediate Release:

Abu Dhabi, UAE – 31 May 2015 – Swiss Art Gate UAE together with Yas Viceroy Abu Dhabi and under the patronage of the Embassy of Belgium to the UAE presents the 19<sup>th</sup> edition of CROSSROADS, a series of art exhibitions in the Light Box Gallery in the Marina Wing of the iconic Yas Viceroy Abu Dhabi. “Crossroads #19 – SMOKE ART” displays a series of fine art photographs by Philip Van Avermaet’s smoke art, framed on Diasec technique. The opening of the exhibition will take place on Tuesday, 16<sup>th</sup> June 2015, 7 pm – 9 pm together with the photographer. The art exhibition runs until 13 September 2015.

Searching for something new and unique, Philip discovered the Smoke Art, the incense smoke in its most natural form, intrigued by its forms and its elegance, where he adds his personal touch with colors according to the inspiration of the moment. Philip does not work with Photoshop but only with software to color the smoke and he does not touch the unique and elegant shape of it.

Philip Van Avermaet said: “In my photo exhibition you will find no title on the works. The forms and colors inspire people and let them imagine so much, personal things, feelings and emotions. That is why I call it often “the art of imagination”. Imagination is so personal and also a freedom for each of us. Imagination has no limit of age, culture, origin, and for that reason the title is personal for each and every person.

I also often see that these forms make people communicate, they discuss about what each of them recognizes. Isn’t that wonderful in a digital world where people discuss less and less?

“Photography is an entire part of my life, for not saying, is my life. My eyes are permanently scanning everything around me to find things people do not see anymore. Most things in life are so relevant, but people are so busy that they just pass by. That is just what I am looking for to take pictures, the simple things in life that are so close, but hidden for the eyes of most of us.”

Crossroads is a row of art exhibitions at Yas Viceroy Abu Dhabi and its aim is to make art accessible to everyone who walks into a public place, as well as to showcase the work of local Emirati, expat and international artists. CROSSROADS is a series of art exhibitions, initiated and organized by Swiss Art Gate UAE and in collaboration with Yas Viceroy, Abu Dhabi.

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## About Philip Van Avermaet

2



Born in Belgium in 1965, Philip Van Avermaet is an autodidact, and after many years of experience with film photography, he converted into the world of digital photography in 2009. End of 2012 he stepped into the technique of more artistic photography. Since 2006 Philip lives in Blonay, Switzerland, where he runs his own fine art photography studio.

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### Solo Exhibition

2014-2015 Art Lounge "Ilia Chkolnik", Crissier, Switzerland

### Group Exhibitions

2014 Art & Formes, Lausanne, Switzerland

2013 Montreux Art Gallery, Montreux, Switzerland

En Beauregard, Montreux, Switzerland



2015 © www.philipvanavermaet.com



**About Yas Viceroy Abu Dhabi | [www.viceroyhotelsandresorts.com/abudhabi](http://www.viceroyhotelsandresorts.com/abudhabi)**

### **Refined Elegance in a Modern Oasis**

Designed to impress, Yas Viceroy Abu Dhabi reflects dynamic energy, passion and contemporary flair. From its attractive canopy of colored lights to a thrilling location spanning the Yas Marina Circuit, every aspect of this stunning venue is an example of creative innovation, beckoning visitors to explore a modern oasis. Exhilarating and awe-inspiring, Yas Viceroy offers experiences like no other.

As Yas Island Abu Dhabi's premier hotel, Yas Viceroy Abu Dhabi sets the standard for exceptional service throughout its 499 impeccable rooms and suites, 11 innovative dining venues and lounges and ESPA at Yas Viceroy. The interiors of this Abu Dhabi resort embody a contemporary fusion of elegance and momentum, created with sensuous curves and sleek lines.

**About Swiss Art Gate UAE | [www.SwissArtGateUAEuae.com](http://www.SwissArtGateUAEuae.com)**

Swiss Art Gate UAE is a UAE-based company that initiates, fosters and organizes cultural and educational projects in the United Arab Emirates, by international artists, concentrating on the works and performances by Swiss and Arab artists in music, visual arts, dance, literature, drama, film and news media. [Online Art Shop](#)

**Info to the Editor | Exhibition information**

The Photo Exhibition "Crossroads#19 – SMOKE ART" by Philip Van Avermaet runs from 17 June until 13 September 2015 at Yas Viceroy, Abu Dhabi, Light Box and Bridge Gallery. Opening reception for the public will be on Tuesday, 16 June 2015, 7 - 9 pm. No entrance fee. The exhibition will be open for the public daily from 10 am to 7 pm. All artworks are for sale. RSVP to [info@swissartgateuae.com](mailto:info@swissartgateuae.com)

For further details, high resolution pictures or for an interview with the artist please contact:

**Swiss Art Gate UAE**

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