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The Visual Language of Reza Abedini at Platform 21

11 December 2006–21 January 2007

From 11 December through 21 January, Platform 21 presents an exhibition devoted to Iranian graphic designer Reza Abedini, 2006 Principal Prince Claus Award laureate.

Reza Abedini's style unites the rich calligraphic tradition of Persian culture with 'modernity'. On 13 December he will receive the Principal Prince Claus Award for his way of applying the knowledge and accomplishments of Iran's artistic heritage, renewing them, and making them exciting again.

This exhibition will show Abedini's appreciation of Persian tradition through his contemporary designs. The combination of image and typography is the most distinguishing characteristic of his work. Though the pieces look as if they have been painted, in fact they have been made on a computer.

Platform 21 has invited Dutch graphic designers Irma Boom and Hans Wolbers to design the presentation with Abedini. It will offer a frame of reference, a context in which Abedini's work can be understood. After all, most western viewers cannot read the words and symbols, and our image of Iranian culture is influenced by images we see in the news.

Besides the exhibition, the programme will feature a closed Master Class and a public lecture to be given by Reza Abedini at the Gerrit Rietveld Academy.

Reza Abedini

Abedini (1967, Iran) emphasises the relationship between visual tradition and modern design and encourages investigation of the long, rich history of Persian art and calligraphy. He teaches graphic design and visual culture at Tehran University. www.rezaabedini.com

Platform 21

Platform 21 is an international meeting place where professionals, amateurs, producers, critics and the audience can meet and inspire each other. Cultural, economic and social developments of the 21st century are explored through three areas of focus: design, fashion and creation. www.platform21.com

Prince Claus Fund

The Prince Claus Fund is a platform for intercultural exchange. In collaboration with people and organisations from Africa, Asia, Latin America and the Caribbean, the Fund realises contemporary activities and publications in the field of culture and development. The Prince Claus Awards are part of this policy. The Principal Prince Claus Award of €100,000 will be presented on 13 December. www.princeclausfund.org

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11 December 2006 through 21 January 2007

Wednesday through Sunday, 12.00–18.00

Free entry

Official opening with Reza Abedini in attendance: Monday 11 December 19:00

Extra opening with Reza Abedini in attendance: Tuesday 12 December 14:00–16:00

Lecture: Friday 15 December 16:00 (doors open 15:30), Gerrit Rietveld Academy auditorium

Prinses Irenestraat 19, 1077 WT Amsterdam, (0)20-344-9449 (office hours) or (0)20-301-8000 (weekend)

Note for the press

Reza Abedini is available for interviews. For more information or to make an appointment, please contact Sebas van der Sangen (Prince Claus Fund) or Dewi Pinatih (Platform 21).

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