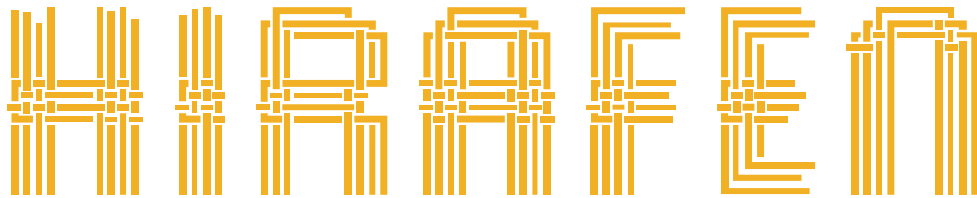


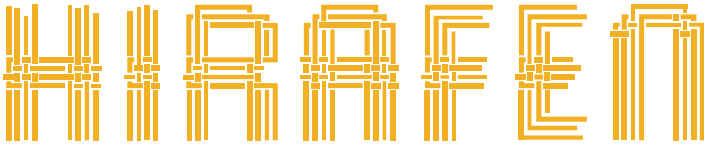
Press Release



Majd Abdel Hamid – Joël Andrianomearisoa – Asma Ben Aïssa – Meriem Bouderbala – Dora Dalila Cheffi – Binta Diaw – Jennifer Douzenel – Aïcha Filali – Mohamed Amine Hamouda – Sonia Kallel – Abdoulaye Konaté – Aymen Mbarkki – Chalisée Naamani – Sara Ouhammadou – Zineb Sedira – Aïcha Snoussi – Moffat Takadiwa – Ali Tnani – Najah Zarbout

November 4th, 2023 to March 20th, 2024

Ateliers du Centre Technique du Tapis & du Tissage (C3T)
Denden, Tunis (Tunisia)



The title of the exhibition is a neologism formed as a portmanteau between two Arabic words:

حرفي (the word artisan, pronounced hirafi)
and فن (the word art pronounced fen)

The *Hirafen* exhibition offers a unique dialogue between contemporary art and crafts. Nineteen multidisciplinary artists have been invited to draw on the expertise of Tunisian weaving and braiding crafts to create specific works of art as part of a research and production residency in Tunisia. Through their respective artistic practices, these artists of different origins and generations have each developed a singular approach that delves into the variety of dimensions of an intangible heritage to be discovered, and whose non-linear history is marked by changes, influences and ruptures.

From the north to the south of Tunisia, in towns and villages, in the public areas of the medinas and in the intimacy of the home, women and men have always woven and embroidered thread and braided natural fibres gathered from their surrounding environment. Their age-old gestures have generated works whose rich diversity of materials, colours and motifs are the result of a wide range of skills and techniques that have been passed down through the time.

Exploring the handicraft tradition provides artists with a field in which to experiment, but also to connect with making, the gesture of the hand and, more broadly, with nature and history. The idea behind this exhibition is to create an opportunity for dialogue between artists and craftsmen and women, and to raise the question of how we can work together to make things. Knowledge continues to be passed on and gestures repeated ad infinitum, to preserve a collective memory that is still very much alive, as demonstrated by the *Hirafen* exhibition, where the diversity of its many voices enriching the narrative.

Exhibition curators:

Ludovic Delalande

Nadia Jelassi

Hirafen is the 5th edition of Talan l'Expo and marks the 10th anniversary of its creation.

Talan l'Expo Executive Director:

Aïcha Gorgi

ARTIST LIST

Majd Abdel Hamid (1988, Syria), lives and works between Paris and Beirut

Joël Andrianomearisoa (1977, Madagascar), lives and works between Paris, Antananarivo and Magnat l'Étrange

Asma Ben Aïssa (1992, Tunisia) lives and works in Tunis

Meriem Bouderbala (1960, Tunisia), lives and works in Tunis

Dora Dalila Cheffi (1990, Finland) lives and works between Tunis and Helsinki

Binta Diaw (1995, Italy) lives and works between Milan and Dakar

Jennifer Douzenel (1984, France) lives and works in Paris

Aïcha Filali (1956, Tunisia) lives and works in Tunis

Mohamed Amine Hamouda (1981, Tunisia) lives and works in Gabès

Sonia Kallel (1973, Tunisia) lives and works in Tunis

Abdoulaye Konaté (1953, Mali) lives and works in Bamako

Aymen Mbarki (1983, Tunisia) lives and works in Tunis

Chalisée Naamani (1995, France) lives and works in Paris

Sara Ouhaddou (1986, France) lives and works between Paris and Marrakech

Zineb Sedira (1963, France) lives and works between Paris, Algiers and London

Aïcha Snoussi (1989, Tunisia) lives and works between Sète and Tunis

Moffat Takadiwa (1983, Zimbabwe) lives and works in Harare

Ali Tnani (1982, Tunisia) lives and works in Tunis

Najah Zarbout (1979, Tunisia) lives and works in Sousse

Ateliers C3T, Denden, Tunis (Tunisia)

Hirafen takes place within the 2,000 m² workshops of the *Centre technique du tapis et du tissage*, renovated for the occasion by the Dzeta agency, thanks to the support of Talan, and transformed into a temporary exhibition space. Located in Denden, a district in the west of Tunis, halfway between the Bardo Museum and Manouba, these industrial buildings, constructed in the 1970s, were used as a wool complex with a spinning mill and a dyeing plant. Once owned by the *Office national de l'Artisanat tunisienn* (ONAT), they are now the property of the *Centre technique du tapis et du tissage* (C3T), which, following the exhibition, hopes to give them a new lease on life serving the craftmanship.

Talan l'Expo

Created on the initiative of Behjet Boussofara (Director, Talan) with Aïcha Gorgi (Executive Director, Talan l'Expo), Talan l'Expo is an exhibition concept that aims at supporting and promoting contemporary creation in Tunisia. Since its launch in 2014, Talan l'Expo has taken place in a new venue each year, accompanied by a corresponding publication, making it a major event on the Tunisian art scene.

Circumambulation, 2014 – *Réminiscence*, 2015 – *3ajel-Le Temps Réel*, 2016 – *Gorgi Pluriel*, 2018.

Talan

Talan is an international consulting group specialising in transformation and innovation through technology. Talan has been advising companies and public institutions for 20 years. The Talan Group supports and implements their transformation and innovation projects in France and abroad. Present on five continents, the group expects to reach a turnover of 600 million euros in 2023 with more than 6,000 consultants, and aims to exceed one billion euros in turnover by 2025. Talan places innovation at the heart of its development and operates in fields linked to the technological changes of large companies, such as AI, Data Intelligence, Web3, Blockchain and IoT.

By placing the '*humanistic practice of technology*' at the heart of its strategy, the Talan Group is convinced that it is by serving individuals that technology increases its potential for society.

Talan*l'Expo

Practical information:

Hirafen

November 4th 2023 – March 20th 2024

Ateliers du Centre technique du tapis et du tissage (C3T), Denden, Tunis (Tunisia)

Geolocation (Plus Code) Q4X8+W5 Denden

Opening Hours:

10 a.m. to 6 p.m.

Every Day

Free admission

Vernissages *(in the presence of the artists)*

Friday November 3rd 2023

Press 10 a.m.

VIP 5–8 p.m.

Press Contact

Karim M'Rad

presse@lexpo.talan.com

Press Kit

<https://lexpo.talan.com/hirafen/presskit>