



an effort

EMERGEAST

FOR IMMEDIATE RELEASE

MAYS AL MOOSAWI

You Are Your Own Home

6 - 11 June | Cromwell Place, London

Private View: Tuesday 6 June, 6pm

An Effort and Emergeast are delighted to announce *You Are Your Own Home* the solo exhibition of Omani visual artist Mays Al Moosawi at Cromwell Place, London, 6 to 11 June 2023. The exhibition marks the culmination of Al Moosawi's three-month An Effort residency.

In her debut solo London exhibition, Mays Al Moosawi explores self evolution.

Her subjects and selves, composed within a variety of poses and domestic settings, are the central focus of this series. Within these scenes, she explores the concept of the home as a sanctuary, a space where women can let down their guard and be themselves.

Whether through the immersive scale and bold strokes of her paintings, or the intricate details of sculpture, she imbues her pieces with a sense of intimacy that draws the viewer in and invites them to connect with the emotions and experiences of her world. Her use of jewel tones and rich colours adds a sense of warmth and vibrancy to these spaces, creating a sense of familiarity that is both inviting and captivating.

Ends.





Mays Al Moosawi (b. 1994 Muscat, Oman).

A visual artist whose work spans painting, digital, and sculpture. Her work has been featured in exhibitions around the Arabian Peninsula and wider region - including Oman, United Arab Emirates, Saudi Arabia and Iran.



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an effort is an art residency founded around narratives. It is a space for GCC artists who are exploring gateways into their thoughts, dialogues and futures.

We look for artists who, either through their messaging or process, seek to connect and engage with their audience and wider communities in a unique way.

Artists have the opportunity to participate in talks, workshops and open studios to share their thoughts, inspirations and outlook throughout their time at **an effort**.

an effort Art has previously hosted: *Walter & Zoniel* (part of the permanent collection of the National Portrait Gallery), *Hugo Lami* (shortlisted for the 2021 Ingram Prize), *Lydia Smith* (London Art Biennial 2021), *Maitha Abdalla* (Sharjah Biennial 2023).

The residency is in London's Soho and has presented six solo shows on behalf artists who have completed the residency program. The current artist in residence is Zayn Qahtani.

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EMRGEAST

Emergeast is the first and leading online platform championing emerging and mid-career Middle Eastern & North African artists. Going beyond the traditional gallery model, we shine light on cutting edge artists from the region and beyond, shaping the current contemporary art landscape.

Our mission is two fold: discovering up and coming artists from the region, investing in their careers and placing them in great collections. Meanwhile, striving to empower collectors through storytelling, education and full transparency in everything we do. We envision a new art world where connection and empowerment lies at the heart of everything we do.

With an aim to break down the barriers to art collecting and making art accessible to all, our 8 years of operation has displayed a great track record of our artists growth and client's trust as art consultants. Based between Dubai, Doha and London, we have hosted a number of international exhibitions, live young collectors auctions and worked with high end brands such as Dior, Audi, Aga Khan Museum & more.

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