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22 . 11 . 18
23 . 02 . 19

ASHA ZERO
v5cml / reply

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SMAC Gallery is proud to present *v5cml / reply*, an installation by South African painter Asha Zero, consisting of a single painting and animation.

“Using paint and not collage is Asha Zero's way of forcing the issue of 'reality loss'. Today's capitalist environments are mediated by our user identity, by the conversion of human movement, emotional responses, and preferences into data to further technological advancement and to make interfaces more 'user friendly.' Reality becomes relative to perspective. We are living in the 'post-truth' era some have heralded. Zero's time-consuming painting process affords us the possibility to take responsibility to picture reality for ourselves. The questions his canvases pose to the viewer encourage us to keep our consciousness wide enough awake to figure out what it is that we are looking at.

...

That entropy is beautiful in and of itself. A strange palimpsest of objects of desire, a strangely fractured means of creating identity, of creating something original amidst the visually saturated 'society of the spectacle' that is the mechanism by which Capitalism operates, as Guy Debord so eloquently theorised in 1967. To see is to consume, to visualise is to behold, says the Capitalist belief system. So to fracture the image is to rebel, to collage is to dream outside the order of this system. Zero articulates this fragmentation in the titles of his paintings, which refer to the 'glitch' or the digital language of file names: *bAQV*, *cnsol log*, or *dx3c4fa*.”

– Excerpt from Natasha Norman's text for set user (2018)



Asha Zero
v5cml
2018
Acrylic on Board
45 x 45 cm

ARTIST BIOGRAPHY

Asha Zero received his National Diploma in Fine Arts from the Tshwane University of Technology (TUT), Pretoria, South Africa in 1997, and went on to present his first solo exhibition, *Winner in Hawaii*, in Pretoria, South Africa, in 2004. Following this, Zero presented numerous solo exhibitions, including: *err_evz* in 2016 at SMAC Gallery in Cape Town, South Africa; *Untitled* at SMAC Gallery in Cape Town in 2015; *forget about the goohexx: send in the du_plicann*, in Cape Town in 2013; *numbers* at Pertwee, Anderson & Gold, in London, UK in 2012; *Micro Cluster Picnic* at Rooke Gallery, in Johannesburg, South Africa in 2011; *Macro Soda Text Hits* in 2009 and *Say For Me* in 2008, both at 34FineArt in Cape Town, South Africa.

Most recently, Zero showed work as part of SMAC Gallery's presentation at the 2018 Investec Cape Town Art Fair at the Cape Town International Convention Centre (CTICC), and presented his third solo exhibition, *Set User*, with SMAC Gallery in Johannesburg, South Africa.

Zero's work has formed part of numerous group exhibitions and art fair presentations, both locally and abroad. In 2017 Zero participated in SMAC Gallery's presentations at The ARMORY SHOW in New York City,

USA, and ARTISSIMA Fair in Turin, Italy. Notable group exhibitions include: *Rethinking – Krakotopia*, at the University of Johannesburg (UJ) in Johannesburg, South Africa; *UPSTART/STARTUP* at SMAC Gallery, Johannesburg, South Africa in 2016; *Paint 1: Contemporary South African Painting 2002-2012* at SMAC Gallery in Cape Town in 2012; *Dada South? Exploring Dada Legacies in South African Art 1960 to Present* at the Iziko South African National Gallery in Cape Town, South Africa; *Decade: Highlights from 10 years of Collecting for the Sanlam Art Collection* at the London Art Fair in London, UK, both in 2009; and SCOPE Art Fair in London, UK in 2008, amongst others.

Zero's work is included in multiple collections, most notably: the Matthais & Gervanne Leridon Collection; the Jack Ginsberg Collection; the Sanlam Art Collection, and the Campbell Smith Art Collection.



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ASHA ZERO

CURRICULUM VITAE

BIOGRAPHY

Born 1975, Johannesburg, South Africa.
Lives and works in Cape Town, South Africa.

EDUCATION

1997 National Diploma: Fine Arts, Tshwane University of Technology (TUT), Pretoria, South Africa.

SOLO EXHIBITIONS & PRESENTATIONS

2018 **[upcoming]** *v5cm1*, SMAC Gallery, Stellenbosch, South Africa.

Set User, SMAC Gallery, Johannesburg, South Africa.

2016 *errr_evvz*, SMAC Gallery, Cape Town, South Africa.

2015 *Untitled*, SMAC Gallery, Cape Town, South Africa.

2013 *forget about the goohexx : send in the du_plicann*, 34FineArt, Cape Town, South Africa.

2012 *Numberrr, Pertwee*, Anderson & Gold, London, UK.

2011 *Micro Cluster Picnic*, Rooke Gallery, Johannesburg, South Africa.

2009 *Macro Soda Text Hits*, 34FineArt, Cape Town, South Africa.

2008 *Say For Me*, 34FineArt, Cape Town, South Africa.

2004 *Winner in Hawaii*, OUTLET, Tshwane University of Technology (TUT), Pretoria, South Africa.

GROUP EXHIBITIONS & PRESENTATIONS

2018 **[upcoming]** *Piece By Piece*, NO END Contemporary Art Space, Johannesburg, South Africa.

[upcoming] *aaa_bstract travelling*, C - Gallery, Milan, Italy.

FNB Joburg Art Fair (SMAC Gallery), Sandton Convention Centre, Johannesburg, South Africa.

Back to the Future III – Abstract Art in South Africa: Past & Present, SMAC Gallery, Stellenbosch, South Africa.

PROOF, SMAC Gallery, Stellenbosch, South Africa.

Investec Cape Town Art Fair, International Cape Town Convention Centre (CTICC), Cape Town, South Africa.

2017 *X: Part III*, SMAC Gallery, Stellenbosch, South Africa.

ARTISSIMA, (SMAC Gallery), OVAL Lingotto Fiere, Turin, Italy.

Rethinking – Krakotopia, University of Johannesburg (UJ), Johannesburg, South Africa.

X: Part II, SMAC Gallery, Stellenbosch, South Africa.

FNB Joburg Art Fair (SMAC Gallery), Sandton Convention Centre, Johannesburg, South Africa.

The ARMORY SHOW, (SMAC Gallery), Pier 97, New York City, USA.

Cape Town Art Fair, (SMAC Gallery), Cape Town International Convention Centre (CTICC), Cape Town, South Africa.

2016 *Summer Show '16*, SMAC Gallery, Stellenbosch, South Africa.

FNB Joburg Art Fair (SMAC Gallery), Sandton Convention Centre, Johannesburg, South Africa.

UPSTART/STARTUP, SMAC Gallery, Johannesburg, South Africa.

Nano Group Show, Barnard Gallery, Cape Town, South Africa.

Cape Town Art Fair (SMAC Gallery), Cape Town International Convention Centre (CTICC), Cape Town, South Africa.

2015 *Wavescape Art Board Project*, Tiger's Milk, Cape Town, South Africa.

FNB Joburg Art Fair (SMAC Gallery), Sandton Convention Centre, Johannesburg, South Africa.

1:54 Contemporary African Art Fair (SMAC Gallery), Pioneer Works, New York City, USA.

Cape Town Art Fair, (SMAC Gallery), The Avenue: V&A Waterfront, Cape Town, South Africa.

2014 *Saints & Sinners*, Stolen Space Gallery, London, UK.

Paint Matters: Recent Perspectives in Painting, Barnard Gallery, Cape Town, South Africa.

4 Walls, 34FineArt, Cape Town, South Africa.

Cape Town Art Fair (34FineArt), The Pavilion: V&A Waterfront, Cape Town, South Africa.

2013 *Dinner Collection*, Barnard Gallery, Cape Town, South Africa.

Changing Faces: Profiling Portraits in South African Art, Barnard Gallery, Cape Town, South Africa.

2012 *Paint 1: Contemporary South African Painting 2002 - 2012*, SMAC Gallery, Cape Town, South Africa.

Urban Art Preview, Bonhams, Los Angeles, USA.

FNB Joburg Art Fair, Sandton Convention Centre, Johannesburg, South Africa.

New Arrivals, 34FineArt, Cape Town, South Africa.

2011 Joburg Art Fair, (Rooke Gallery), Sandton Convention Centre, Johannesburg, South Africa.

Urban Art Show, Belgrave St Ives Modern and Contemporary Art, Cornwall, UK.

ENSEMBLE, 34FineArt, Cape Town, South Africa.

ADDICTION: A Collaboration – Open Books Exhibition, iArt Gallery, Cape Town, South Africa.

ARTMONACO'11 Salon d'Art Contemporain, Grimaldi Forum, Côte d'Azur, Monaco.

Retrospective, Modern Art Projects (MAP), University of Johannesburg (UJ) Art Gallery, Johannesburg, South Africa.

SALON/locale, Iziko Bertram House, Cape Town, South Africa.

THEN:NOW, 34FineArt, Cape Town, South Africa.

2010 *NEW*, 34FineArt, Cape Town, South Africa.

2009 *Dada South? Experimentation, Radicalism, Resistance*, Iziko South African National Gallery, Cape Town, South Africa.

Decade: Highlights from 10 years of Collecting for the Sanlam Art Collection, [Travelling Exhibition], starting at iArt Gallery, Cape Town, South Africa.

2008 *URBAN ART*, Bonhams, London, UK.

FOUR, 34FineArt, Cape Town, South Africa.

White Noise, Black Rat Press, London, UK.

SCOPE Art Fair, Lord's Cricket Ground, London, UK.

Face 08, 34FineArt, Cape Town, South Africa.

REALISME Art Fair, Amsterdam Cruise Terminal, Amsterdam, Netherlands.

2007 *AWAY: MAP ZAR*, Richmond Gallery, Cape Town, South Africa.

Twogether, 34FineArt, Cape Town, South Africa.

2006 *The Collage Show*, WHATIFTHEWORLD, Cape Town, South Africa.

Beeldspraak, University of Johannesburg (UJ), Johannesburg, South Africa.

2004 *Far and Wide*, Absa Gallery, Johannesburg, South Africa.

COLLECTIONS

The Matthais & Gervanne Leridon Collection, Paris, France.

Sanlam Art Collection, Cape Town, South Africa.

The Jack Ginsberg Collection, Johannesburg, South Africa.

Campbell Smith Collection, Johannesburg, South Africa.

Tswane University of Technology (TUT), Pretoria, South Africa.

FOR MORE INFORMATION

Please contact SMAC Gallery for more information regarding the availability of the works included in this portfolio, or for any other queries.

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