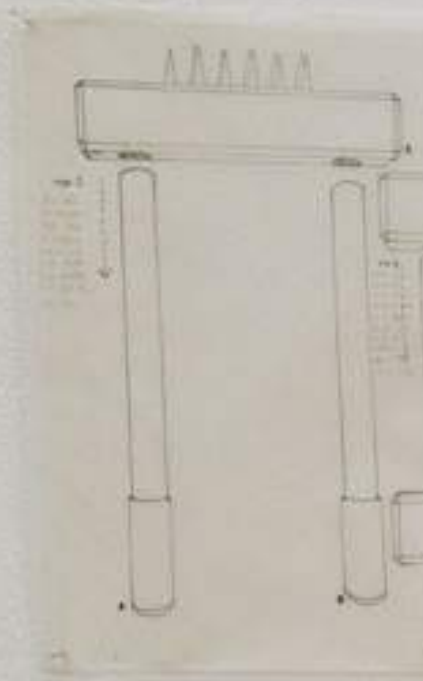


Portfolio of
Hend Moaaz



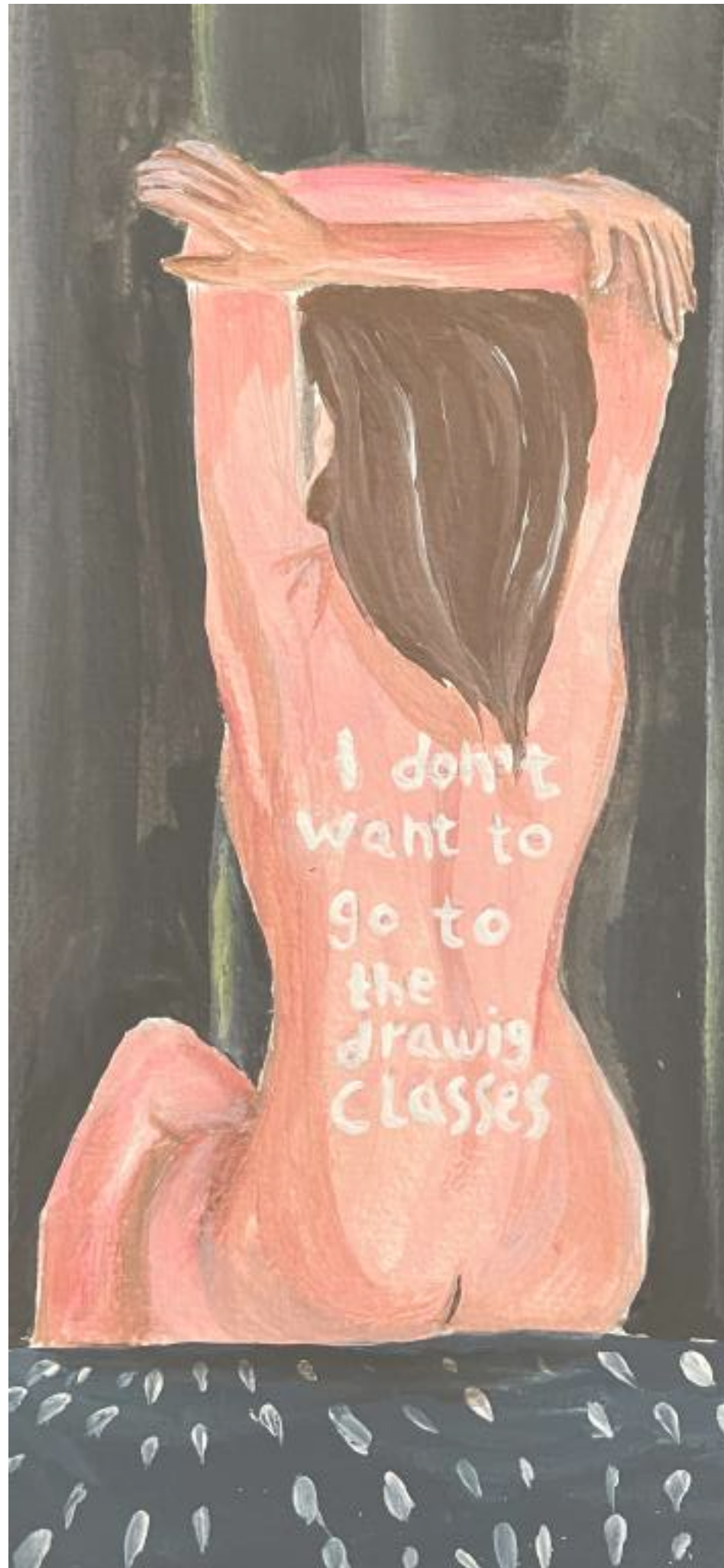
Outline of Hend Moaaz's general practice.

Hend Moaaz is a contemporary visual artist, her first degree in Art was in Art Education, where she studied art history, art and anthropology, art and environment and an introduction to curating.

Moaaz's practice is mainly concerned with the topics that evolve around and between humanities and history. Her areas of research are varied in different directions like torture, middle ages politics, slavery, micro history of the working class. She also research in the area of social sciences especially anthropology and studying the human evolution and behavior in regard to the globalization we are witnessing.

Also, her areas of research have expanded to different approaches like the effect of social media in forming the collective awareness of an exact topic and the methodologies that the authorities and the governments use to stress on the public or to brainwash them, like executions, tortures, false news and all the kinds of soft power.

These areas of research are always expanding to different approaches and perspectives, they de-



pend on where the flow of the research takes the boat.

Regarding the topics and the background of the artist, the mediums she uses to treat her ideas and to show a visual representation to her hypothesis are varied, video art, installation, experimental photography, media arts, writings and publications, lecture performances in addition to drawing and painting.

The process of production a new artwork always has the same pattern, it starts with a research question, from which the journey begins, then after reading and collecting a lot of information and answers to this question, then the next step starts by writing a long impression about the research and the process. After that all these things are visible on the desk, here it starts to portrait and translate this written information into a visual form. Experimenting is of course part of the process until the final work of art is produced.

The City Under Cover

2019 - ongoing
Graphic book / Publication

Key words: Feminism - women - undercover - covered - illustrations - comics - religion - culture - tradition - memory.

Having a double life in totally two different communities has formed my personality to perceive one of them as an exotic state of being. Growing up in a Muslim relaxed family while having a Godmother from a very conservative and extremist Muslim community was the main factor of this intellectual conflict in my head. In addition to being pulled by both poles as being partially one of the two communities.

The Covered City is an objective project, that has very personal origins of visual storytelling to my diaries depending on the collective memory during the years I spent in the community of Muslim women, who wore niqab and covered themselves as a form of protection and worship.

The Covered City is an ongoing project consists of seasons and editions updating and interacting with the international trends.



Balcony

2021/2022

Book/ Thesis publication

Key words: Public - Execution - Women - Balcony - Research - Thesis

An informative book that documents the research diaries of almost seven years regarding the subject of public executions. In this book, several questions are discussed like:

- What is the performance?
- What is the execution?
- How are they linked?
- What is the spectacle?
- Could be a spectacle without spectators?
- What is Public?



How to dance with a knife

2022

Manual and other forms (drawing)

Key Words: knife – Violence – Culture Jamming – dance

Watching people dancing in the streets is an artistic practice that has been practiced by almost everyone in all the cultures and traditions all over the world throughout history. Violence and terror are as old as human beings on earth. This project highlights the connection between violence and art through producing manuals to dance with a knife and with walking stick.

This is an ongoing project that will continue taking the form of board games, manuals and posters of other domestic objects being used out of context in a form of violent artistic practice.



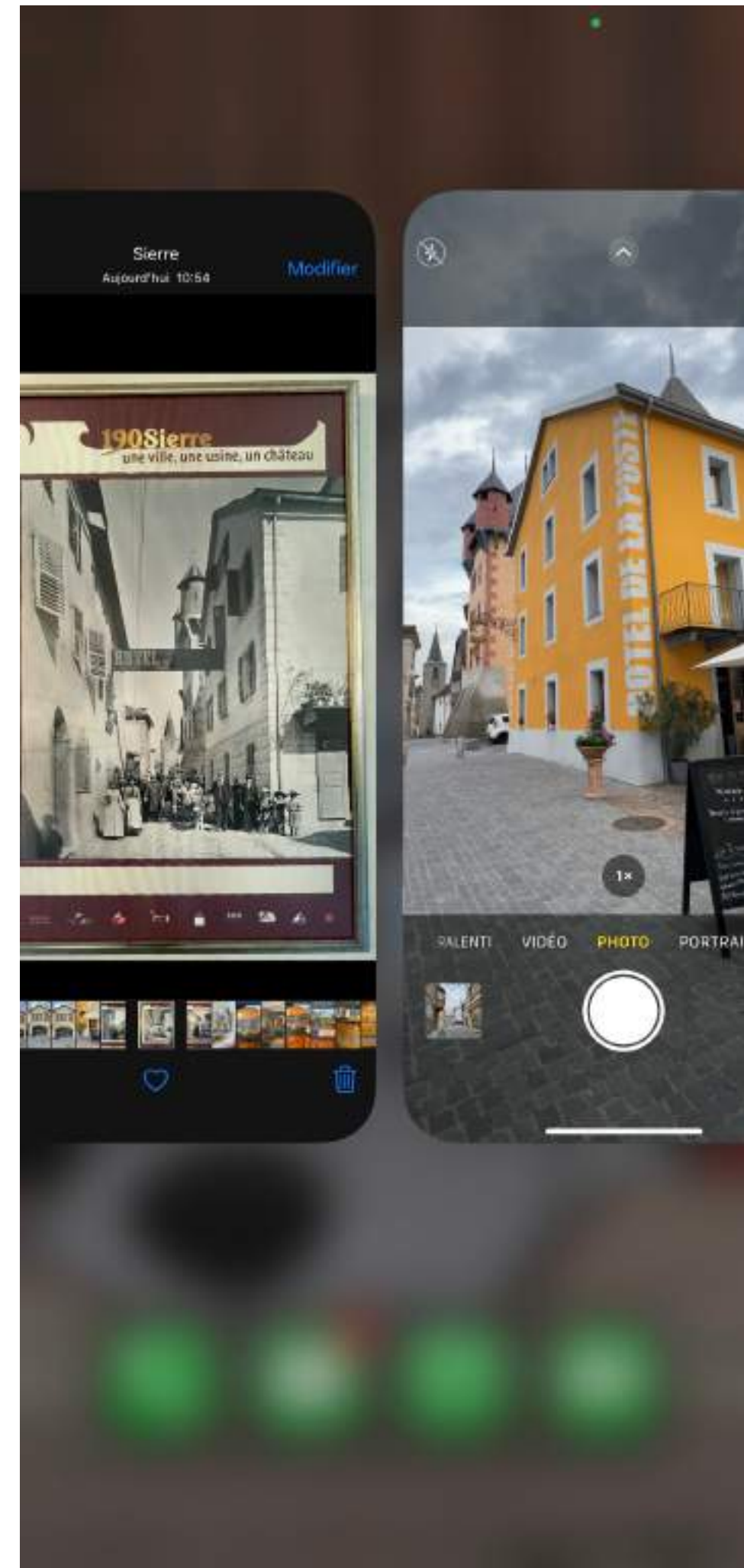
A walk in the Middle Ages

2021

Video and text

Key Words: Sierre – execution – Publis– performative

Public executions were mere events in the ancient cultures that has continued until that day in different forms. This Project is an inner conversation between someone and themselves in the moment of overthinking about going to witness a public execution, or running away and escaping from the scene.



About Homes, bodies and their inhabitants.

2020

Interactive video – Fanzine

Key words: Instagram – Filter – Fanzine – Publication – Beauty standards – Plastic surgery – Human like dolls – F

« Beauty standards » is a very wide term, it poses a lot of questions around them, who, when, why!

They were not only resulting of cross colonization ... but they have been also a reason for major changes in today's society and in this generation's mind-set. This project deals with the body from a different perspective, through the connection between the definition of body as it is considered as the first home and the materialistic features of the homes and houses.



People tolerate these physical pains to get over the feeling of discomfort in their own bodied, but yet that act still be considered as an act of self-torture to reach their imaginary perfect symmetrical features. They endure the pain to reach perfection and get the beauty they have been looking for.



Culture Jamming during the early covid.

2020

Mixed Media

Key Words: Covid – Pandemic – Culture Jamming – Painting – Collage – Mixed Media.

During the catastrophic First wave of the outspreading of Coronavirus (COVID-19). Inspired by the culture jamming and the intersectionality between religion, politics and the rumors around the virus.



The pain within me.

2019

Mixed Media on toile

Key words: Pain – Torture – Inquisitions – Middle ages – torture devices – executions.

With a series of self-portraits, inspired by the torture devices, that were used in the inquisitions in the middle ages, comes the Reflection of common sense between pain and pleasure. As both together in a unique way forms the human experience.



The truth behind Disney,

2019
Acrylic on canvas paper

Key words: Pain – Torture – Inquisitions – Middle ages – torture devices – executions – Disney.

Reflecting the truth of the reality we live, by showing the dark and cruel sides of unpredictable elements like Disney characters.



ISIS Vs Phalaris

2018

Video Collage - Fanzine

Key words: Pain – Torture – Inquisitions – Middle ages – Torture devices – Executions – Fanzine – Publication.

“The purpose of torture is not getting information. It’s spreading fear.” -
Eduardo Galeano.

Executions has always been performed in a form of a spectacle in order to spread fear, in all eras. This project is divided into two parts the first part is a publication of a comparative text between execution in two different ages from a performative perspective, and the second part is a visual moving image that has an indirect projection and a relation to the spectacle of the executions mentioned in the publication.



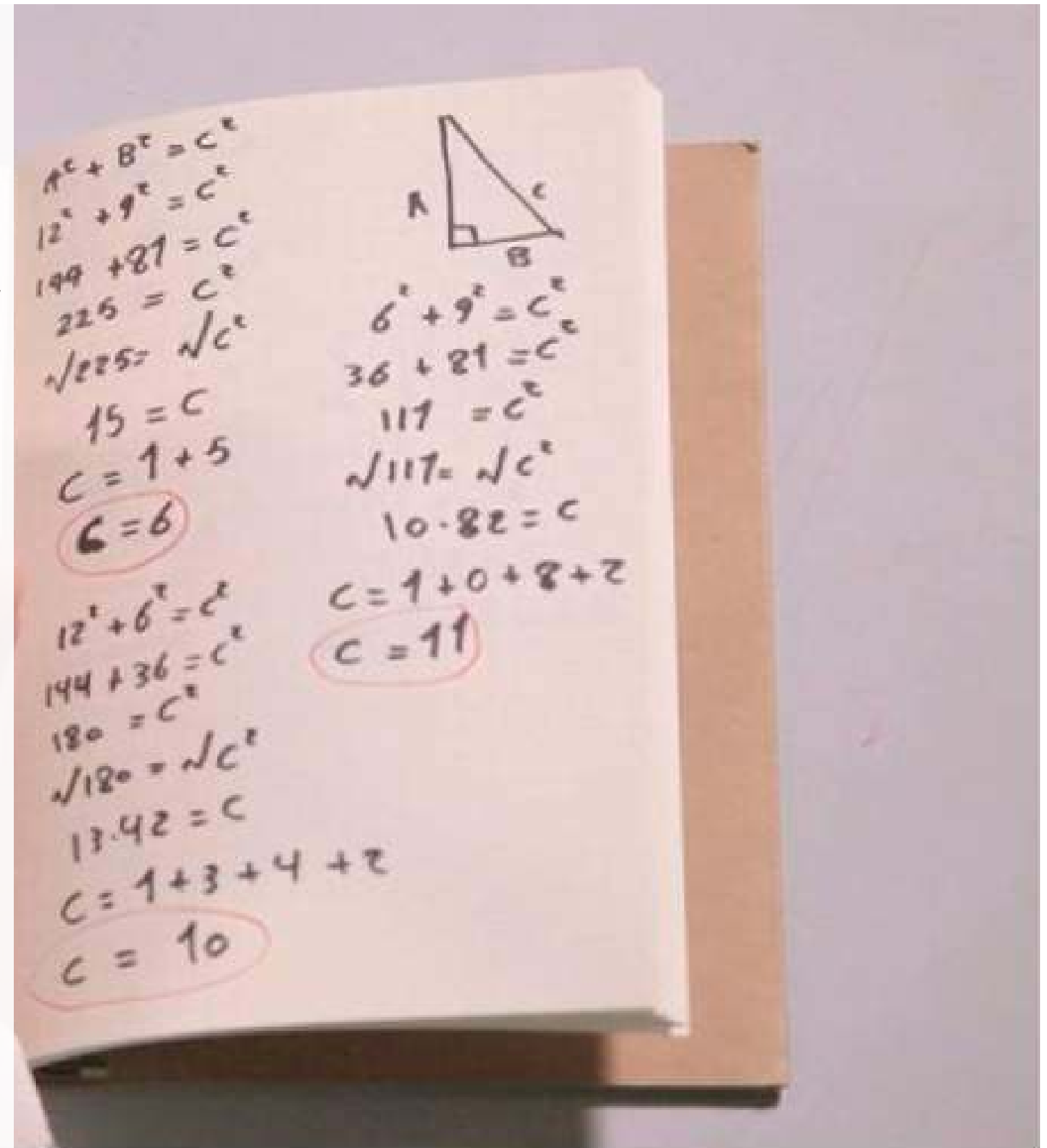
The current cube

2017

[Video art – lecture performance](#)

Key words: City – Video – Performance – Mapping – investigating.

“According to some found weird writings on the walls of Cairo streets, the artist make a fake Investigation about these non-understandable wall writings; which based on objective and subjective hypotheses”



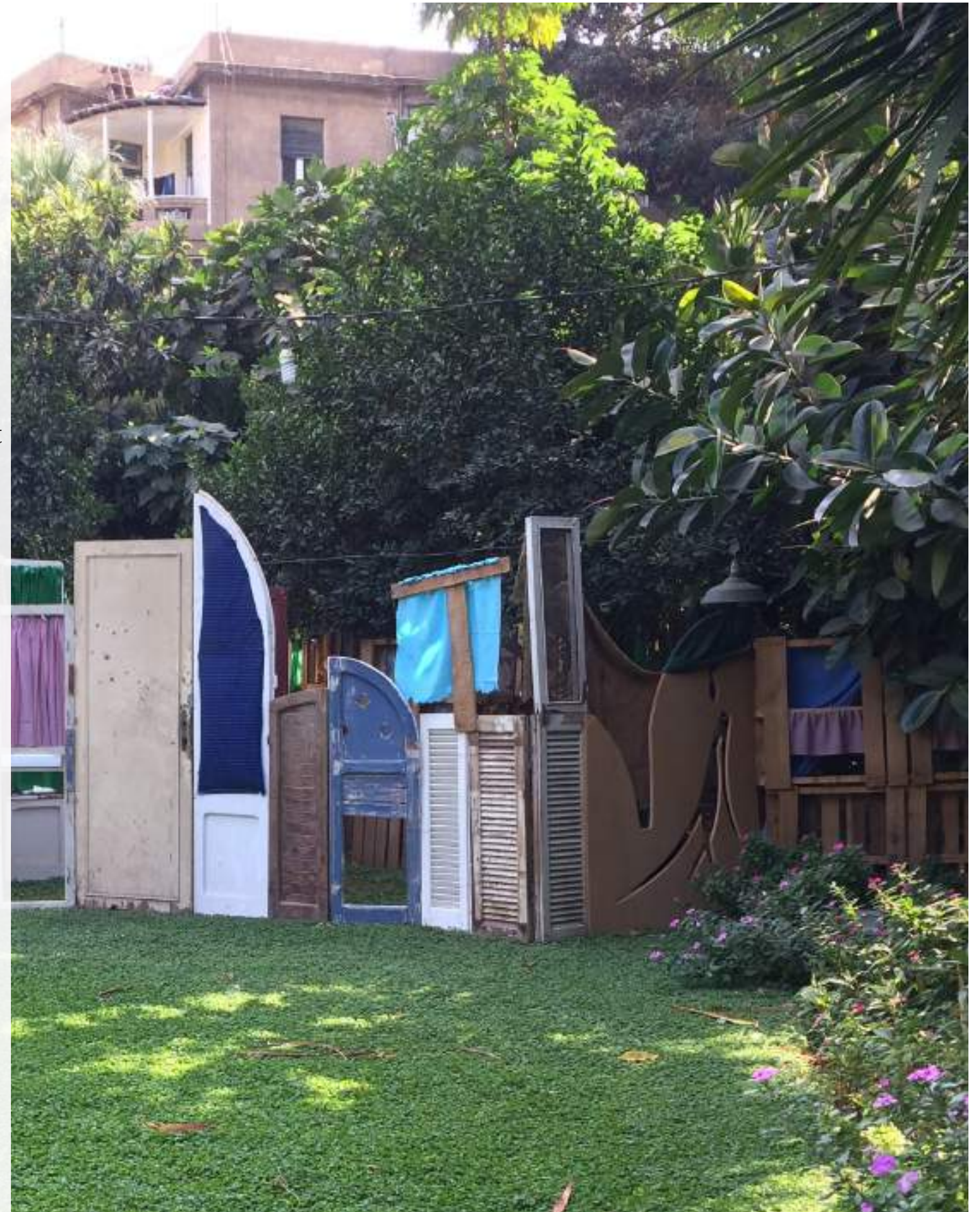
The maze that is not like a maze

2016

Interactive installation

Key words: Installation – Interactive – Art in public spaces – upcycles materials – Collective work.

Life is a maze rather than being a straight path. We may take wrong directions or turns that affects our lives paths; it begins with birth and ends with death. In between, we try to shape our lives to be more fulfilling or to attempt to leave behind an imprint. We navigate through the life maze, being driven by desires, necessities and aspirations. Some believe the journey itself is the purpose, while others find hope in searching for meaning. 'A maze that is not like a maze' is a participatory installation in public space. It is built by old windows, Shutters and reused wood boards. In the past, hope emerged from social solidarity. Windows were opened for widening prospects.





Ehssan

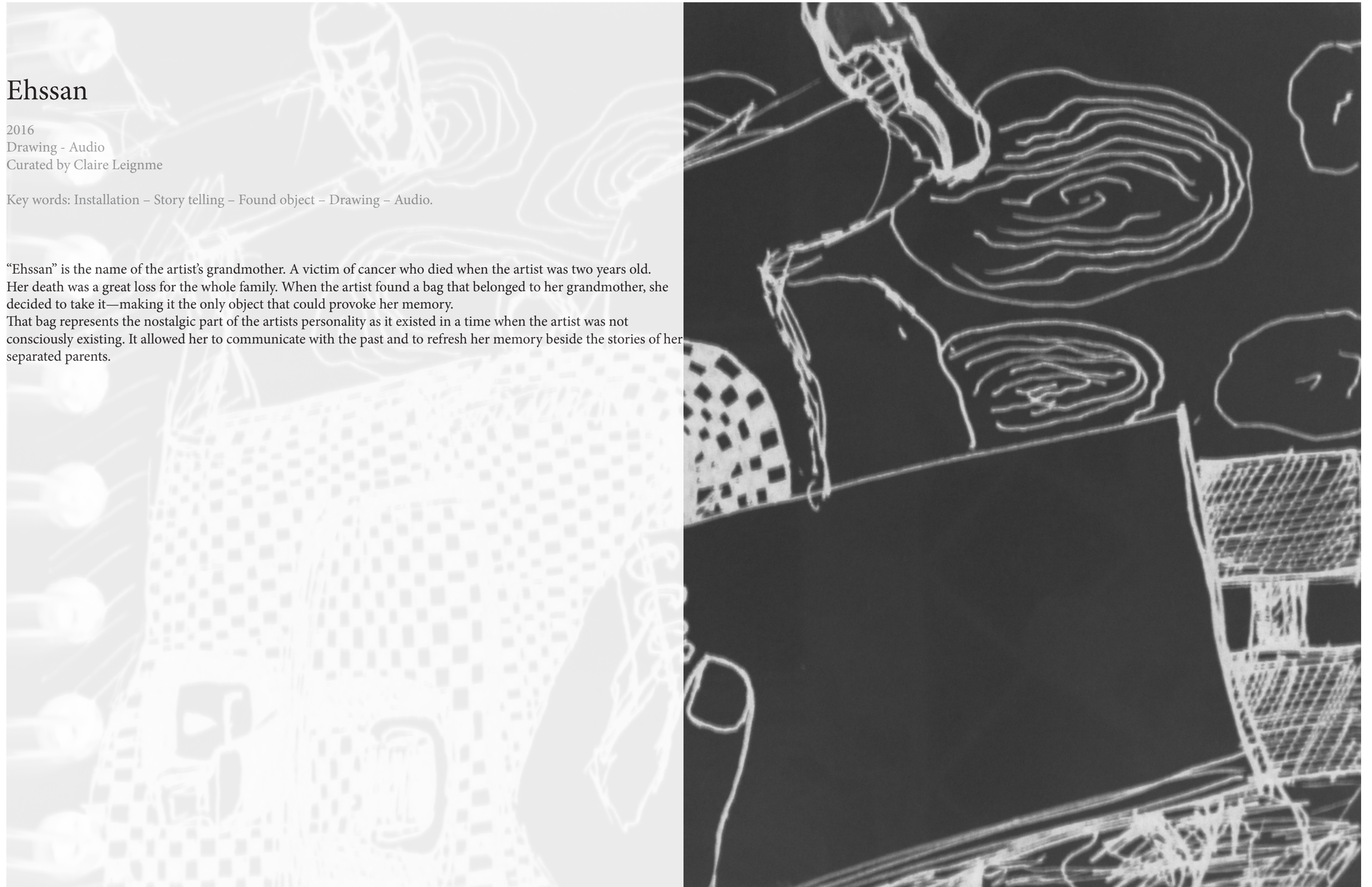
2016

Drawing - Audio

Curated by Claire Leignme

Key words: Installation – Story telling – Found object – Drawing – Audio.

“Ehssan” is the name of the artist’s grandmother. A victim of cancer who died when the artist was two years old. Her death was a great loss for the whole family. When the artist found a bag that belonged to her grandmother, she decided to take it—making it the only object that could provoke her memory. That bag represents the nostalgic part of the artists personality as it existed in a time when the artist was not consciously existing. It allowed her to communicate with the past and to refresh her memory beside the stories of her separated parents.





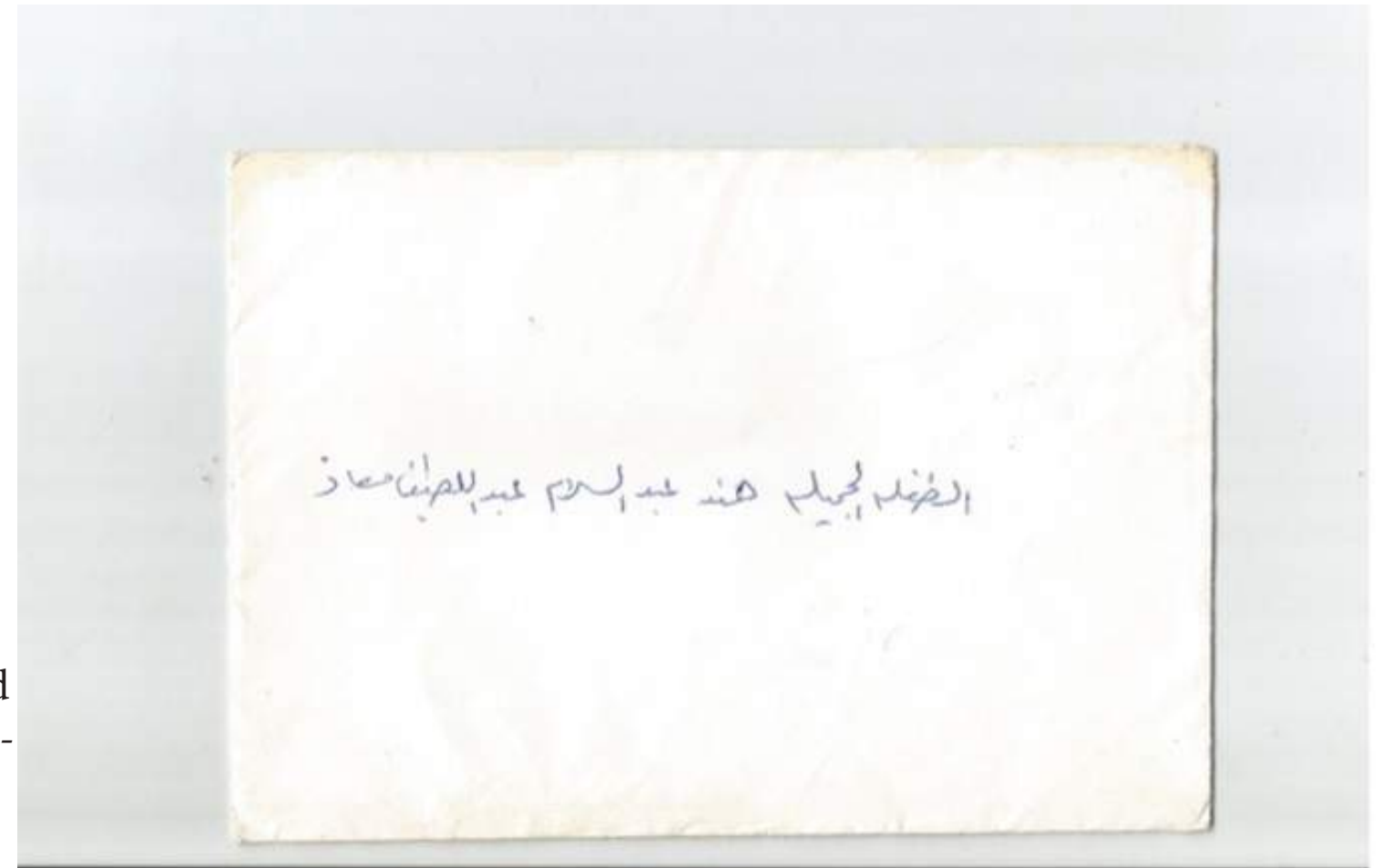
The found letter

2016

[Video](#) (Found footage)

Key words: Found footage – Found letter – Video art – Nostalgia – Communication – Generations.

In 2000, social media platforms were not as widely used as they are currently. Alternative, people reached to one another with letters, trying to defeat distance, time and abandonment their relative ease of maintaining open paths for communication presently does not change the fact that letters, emails, and other forms of remote communication sometimes fail to sustain effective relationships in a long-term. This video is based on a found letter that was intentionally meant to be a birthday card, sent by an artist's father's sister in 2000. The artist found the letter after 16 years later; in the video, she tries to reply in an ironic way addressing abandonment and absence.



Adult toys

2016

Interactive installation

Key words: Installation – interactive – Toys – Torture – Devices – History – Inquisition.

Popular understandings of the terms “sex” and “toys” make the pairing of both seemingly contradictory and at the very least taboo. Sex, which is strictly considered an adult activity, is at odds with common associations of toys—as an object dedicated and designed for children and teenagers. In some countries, the sexual dimension of toys has been especially prevalent. For example, in countries like Japan, dildos have been produced to resemble animals or cartoon characters, such as Hello Kitty, rabbits or dolphins.

Similarly, pain, lust, and torture may all be found in specific sex toys. In the past, those who produced torture devices sometimes fabricated sex toys as well. Yet the question remains: why are torture devices and sex toys take as mutually exclusive object that cannot be used “playfully” and treated as “adult toys”? The interactive installation addresses this question and is but one part of an ongoing project concerned about the culture of torture.





Metal Slug

2015

Street Art

Curated by Monalisa Brigades

Key words: Street art – Collage – Revolutionary – Videogames.

Metal Slug is a vintage video game known for its soldiers and characters. The artist used the soldiers to portray Egypt's military council and their manipulation of the political situation—only the installation attempts to address the polemical issue with irony.



Artist biography:

Hend Moaaz, a multimedia visual artist, active in Cairo since 2016. She graduated from the Faculty of Art Education – Helwan University in 2018, followed by a six-month-long Roznama Studio program where she developed her project on torture and the performative aspects of public violence.

Moaaz' work is based on historical, anthropological and artistic research in relation to the visual culture in the modern societies.

She has shown her work in group exhibitions including the 6th, 7th and 8th editions of Roznama exhibition in Egypt, and Mobilitatate and Kairo 360 in Switzerland, also participated in several exhibitions in United states, Lebanon, Amman and United Arab Emirates. Her works of video also participated in the 8th edition of Cairo Video Festival, Cairotronica in Egypt. Madatac Festival in Madrid, and TIMELINE: BH in Belo Horizonte, Brazil.

Moaaz is currently pursuing her master's degree in art in Public Spheres at édhéa Hes-So in Sierre, Switzerland.

Hend currently lives and works in Switzerland.

