

Press Release:

## **SEDA SAAR**

### **S P A C E L I N E S**

NEUTRA INSTITUTE GALLERY & MUSEUM

Opening Reception: Sat March 19<sup>th</sup> 6:00 - 9 PM

2379 Glendale Blvd.,

Los Angeles, CA 90039

Exhibit: March 17- April 5<sup>th</sup> 2016

Contact: [SEDA SAAR](#)

[Studio SBS](#) Tel: 818 687 6564

#### **SPACELINES**

*Los Angeles based artist and designer Seda Saar's paintings and photographs maintain a strong tie to the structure, geometry, and patterning found in architecture. At the forefront of what she creates is a fascination with light play and geometries. Inspired by the work of architectural historian REYNER BANHAM (1922- 1988), in his examinations of the built environments in Los Angeles, SPACELINES URBAN LA is an ongoing black and white series of digital and mixed media paintings and photographs superimposing Saar's spatial constructs and observations of greater Los Angeles, experienced mostly by car or by walking: From the industrial ingenuity of the freeways, ramps, bridges and intersections, to fantastic commercial or residential structures, Saar construct spatial explorations of the built environment, and her own experience in this mega-metropolis: Ecologies of the beach, the freeways, the flatlands and the foothills are explored, relating our human connection to these contrasting systems, as seen and experienced by Angelenos in their daily lives-*

*The Exhibit continues through April 5<sup>th</sup> with **Artists Reception on March 19<sup>th</sup> 6- 9 pm** at the **Neutra Institute Gallery and Museum**, 2379 Glendale Blvd., Los Angeles, CA 90039*

*<http://www.neutra.org/museum.html>. Artist Talk and closing: **Sunday April 3- 3- 5 pm***

#### **Short Bio:**

*Seda Saar* is a Los Angeles based multi-disciplinary artist and designer, working in the field of painting, photography, sculpture and most recently installation. Saar was born Saar received her undergraduate degree in Interior Architecture from London Metropolitan University with Habitat founder and iconic British designer *Sir Terrence Conran*, and furniture designer *John Bitmead*. Later she immigrated to the US with her family, and spent 25 years working in commercial and location based entertainment for major Hollywood studios, designing award winning attractions and themed environments. Her current work explores the physics of light and dimensional form, as well as interactive experiential design. She has exhibited her work in Los Angeles, San Francisco, New York, London, Tokyo and Shanghai, and is in permanent collections of private and public institutions. [www.sedasaar.com](http://www.sedasaar.com) Design: [Studio S B S](#)

## **STATEMENT: SPACELINES**

*Photographing with effects, symmetry and geometry in mind allows me to see the world in a different light and understanding, capturing the elements that remain hidden in straight photography. The use of symmetry and vanishing points is generally utilized in spatial representation. I use the invisible forces of energy, or fourth dimension, as an archetype for the unconscious. I feel it is a science yet to be discovered although many indigenous cultures especially the Incas, have long unraveled the secrets of the sun, the cosmos, and the rays of light as waves of energy- Following in this tradition, I use symmetry and the theories or laws of supersymmetry to look into the internal deep spaces where we universally connect to something greater in our existence... The energy lines, photons of light with no mass, the sub-atomic particles that create all life- invisible Higgs Boson energy particles, and dark matter that fills all known and unknown space without which there would be no atoms or no life-*

## **BIO :**

*Seda Saar is a Los Angeles-based artist and architectural designer who has been working and exhibiting her work in US & overseas for over 25 years. Saar produces work in a variety of diverse media including digital and analog painting, photography, documentary film, installation art, architectural set environments for stage and themed entertainment as well as retail and restaurant design. Saar grew up in the UK, and completed her primary education and later her undergraduate degree first class honors, in Interior Architecture from London Metropolitan University. Relocating to the States in 1982 right after graduation, Saar continued her love of design as a facilities architect for high tech corporate buildings in Silicon Valley, designing the very first 'Teleconference Room' for A T & T's Western Headquarters, as well as lobbies, conference and computer rooms, Caf  s and corporate interiors for Intel and Apple Corporation. In 1989 she moved to Los Angeles, following her love of visual storytelling, and started work for architecture studios developing the very first Disney Store concept retail and subsequent other stores worldwide.*

*Saar was privileged to work on award winning branded attractions, for major creative studios such as: Star-Trek Experience (BRC), and M & M Academy-Las Vegas (Landmark), Space Center Bremen( BRC), 'The Amazing Adventures of Spider Man'® Retail, Marvel Superhero Island Retail and Dining, Islands of Adventure (Universal), 'Cat in the Hat' (Dark Ride), Seuss Trolley Train Ride, Islands of Adventure (Universal), Waterworld Spectacular, Jaws, and Jurassic Park River Adventure, Japan (Universal). Her work on an independent feature film: 'Dancing on a Dry Salt Lake' (Hidden Moon Pictures), was rewarded with Best Production Design Award at NY/ LA Film Festival 2011 (Indie Film Category). An active member of an avant-garde performing arts group: Open Gate Theater in Pasadena, she has designed the stage sets for several multi-media Operas with live improvisational song, dance and music.*

*Saar's current work references Lyrical Abstraction, Color Theory, Orphism, and the California Light and Space movement. Her exploration of the potential of light disintegrating a solid structure, questions the notions of perception, and how the dialogue between time, space, and 'objecthood' may be negotiated. [www.sedasaar.com](http://www.sedasaar.com)*

DION NEUTRA AND DULCE STEIN PRESENT  
**SEDA SAAR**  
ARTIST AND ARCHITECTURAL DESIGNER IN HER EXPLORATIONS  
OF SPACE AND THE BUILT ENVIRONMENT. THE EXHIBIT  
COMPRISES OF PAINTINGS, PHOTOGRAPHY, DIGITAL MEDIA AND  
INSTALLATION.



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# SEDA SAAR

## S P A C E L I N E S

Exhibition MARCH 17 - APRIL 4

**ARTIST RECEPTION :**  
SATURDAY MARCH 19TH 6 - 9 PM

**The Neutra Institute Gallery and Museum**

2379 Glendale Blvd., Los Angeles 90039

Contact 818 687 6564

