ARTIST, SCHOLAR, AND SPIRITUAL TEACHER ADI DA SAMRAJ
SELECTED FOR VENICE BIENNALE COLLATERAL EXHIBITION

The dramatic, philosophically and spiritually informed artwork of Adi Da Samraj will be introduced to the international art world in an exhibition entitled Transcendental Realism: The Art of Adi Da Samraj. Mounted as a collateral exhibition of the 52nd Biennale di Venezia and curated by the renowned art critic and historian Achille Bonito Oliva, the exhibition is housed in the historic Palazzo Bollani (Castello 3647), newly refurbished for exhibiting art and situated between St. Mark’s Square and the Public Gardens of the Biennale proper. The exhibition opens to the public on Sunday, June 10, 2007, with press previews beginning on Wednesday, June 6, and a press conference on Saturday, June 9, at 11:45 a.m. at the Teatro Piccolo in the nearby Arsenale (Calle della Tana 2168/B). The show’s opening reception is Saturday, June 9, at 5 p.m., followed by a dinner with entertainment at the Cipriani Hotel. The exhibition has been honored by being placed under the cultural patronage of the Regione Veneto, Provincia di Venezia, and the Comune di Venezia.

Artist, scholar, and spiritual teacher, Adi Da Samraj has explored new forms of digital technology to produce ever more complex and sophisticated images embodying his spirituality, philosophy, and distinctly Modernist aesthetic sensibility. Major examples of his most recent and to date unexhibited work comprise Transcendental Realism—an immersive display of monumental, boldly colored, powerfully structured multi-dimensional images.

Transcendental Realism: The Art of Adi Da Samraj comprises ten large, visually overwhelming works realized by Adi Da Samraj in the last year and employing

(continued)
a complex variety of digital means. Displayed in the Palazzo Bollani’s upstairs galleries, the ten recent works will be supplemented downstairs by a rotating documentary display of Adi Da Samraj’s earlier work with photographic and digital media.

The chief curator for Transcendental Realism: The Art of Adi Da Samraj is Achille Bonito Oliva, renowned art critic and historian. Bonito Oliva is author of essays on mannerism, the avant-garde, and the neo-avant-garde. He is also the founder of the artistic movement Transavanguardia. He has curated thematic and interdisciplinary exhibitions both in Italy and abroad, including Contemporanea, Aperto 80, Avanguardia transavanguardia, Arte e depressione, and Minimalia. He curated the 39th and 45th Venice Biennales. He currently teaches history of contemporary art at La Sapienza University in Rome. He has received numerous prizes and awards, including the Valentino d’Oro, international prize for art criticism, in 1991.

Transcendental Realism: The Art of Adi Da Samraj runs the length of the Biennale itself, closing on Sunday, November 2, 2007. It is open to the public Tuesdays–Sundays, 10 a.m.–6 p.m. A 48-page catalogue accompanies the exhibition, with contributions by chief curator Achille Bonito Oliva and co-curator Peter Frank, and an exhibition brochure featuring an annotated checklist is available free to all visitors.
PRESS RELEASE

For further information and photographic material, contact

Patricia Royman-Rosen
Royman Howell & Associates
10336 Loch Lomond Road
Suite 218
Middletown, California 95461
USA

Tel: (1) 866 966 1080
e-mail: press@adidabiennale.org
www.adidabiennale.org

or in Venice (Italy)
Arte Communications
Tel: (39) 041 526 4546
Fax: (39) 041 276 9056
e-mail: pressoffice@artecommunications.com