Ahmed Mater book jacket: *Yellow Cow Performance*, 2007

AHMED MATER

YELLOW COW PERFORMANCE TO MARK LONDON EXHIBITION OPENING

PRIVATE VIEW & BOOK LAUNCH | MONDAY 11 OCTOBER 7PM

Pioneering Saudi artist, Dr Ahmed Mater, is to mark the opening of his first major international exhibition and book launch by recreating his famous *Yellow Cow* performance in a central London Gallery. During the performance, Mater will use a saffron based dye to paint a white cow yellow, "in order to set an ancient Islamic story free in the western artworld."

There will be the opportunity to meet the artist as well as the book's publisher, Edward Booth-Clibborn and contributors including Venetia Porter from the British Museum, Aarnout Helb from the Greenbox Museum in Amsterdam and Stephen Stapleton, founder of Edge of Arabia.

Mater's work is informed by his education and life as a medical doctor, as well as by his traditional upbringing and Saudi culture. His journey from a rural community in the mountainous south west of Arabia, to becoming a successful practicing doctor and contemporary artist, brings a compelling originality to a body of work that speaks boldly and with great compassion.

Mater has created an iconic visual language within the boundaries of his faith, culture and scientific training. His work is layered with references to his life in the hospital, in the mosque and his experiences living within Arabic culture during an era of great political and cultural turmoil. Against this backdrop, he explores ideas directly connected to his encounters with ordinary people in real life situations, and because of this, the underlying narratives within his work speak to an authentic and universal human experience.

The Vinyl Factory Gallery, 51 Poland Street, London, W1F 7LZ
Gallery opening times: 11am-6pm
For further info please contact: info@ahmedmater.com | +44 207 832 1331
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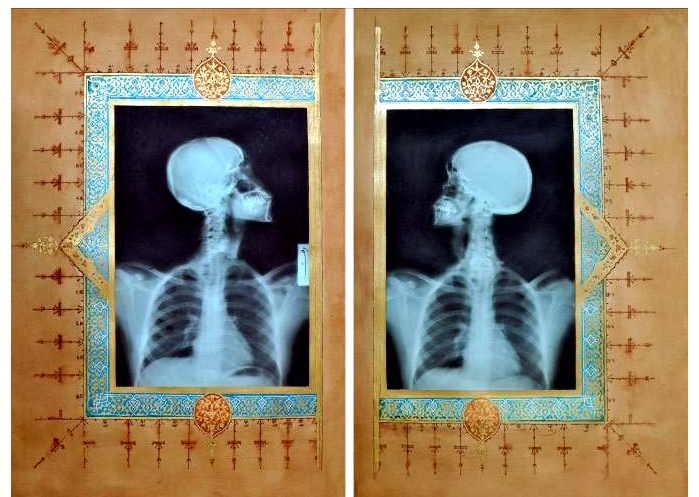
Clockwise from top left: *Yellow Cow Performance 2007 Prints, Yellow Cow Cheese (Red), Illumination XV & XVI, Evolution of Man, Antenna, CCTV*