



PRESS RELEASE

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Loft Art Invites Art Enthusiasts to Explore the Boundaries of Reality and the Virtual World with "Simulakra"

The independent art space Loft Art opened its doors on Tuesday, January 23, 2024, in Istanbul with its new exhibition "Simulakra".

Inspired by Jean Baudrillard's "Simulakra and Simulation," "Simulakra" presents a world where reality and the virtual intertwine.

Featuring works by artists from various disciplines, the exhibition will be open for visitation until Saturday, March 23, 2024.

As a **social responsibility project of Akfen Holding**, Loft Art hosted art enthusiasts at its venue in **Istanbul's Nispetiye On**, with the "**Simulakra**" exhibition. The exhibition, which opened its doors on Tuesday, January 23, 2024, and will be available for visitation until Saturday, **March 23, 2024**, showcases artworks questioning the boundaries between reality and simulation.

The exhibition explores themes where the virtual world intertwines with reality.

A JOURNEY BETWEEN THE VIRTUAL AND THE REAL: "SIMULAKRA"

The "**Simulakra**" exhibition offers an art experience that explores the boundaries between reality and the virtual world. Featuring works by artists such as **Aslı Özer, Civan Aydın, Loya Kader Öztürkmen, Nilüfer Topal, Sezayi Aydın, and Taha Üstündağ**, the exhibition presents 54 pieces from various disciplines by seven artists, offering viewers a unique visual spectacle.

In this special exhibition, the experience created by the combination of realistic figures and mysterious details by the artists takes viewers on an emotional

journey. The exhibition focuses on the idea of creating a copy that is almost indistinguishable from reality and constructing one's "**reality,**" **inspired by Jean Baudrillard's "Simulacra and Simulation."** By questioning whether what is experienced is real or merely an illusion imposed by the virtual world, the exhibition aims to explore the human emotion's power of understanding and interpretation. Thus, by encouraging viewers to question their own perceptions and ponder the fine line between simulation and reality, the exhibition aims to merge Baudrillard's philosophical perspective with a visual experience.

A PLATFORM SUPPORTING INDEPENDENT ARTISTS

Operated within the framework of Akfen Holding's social responsibility approach, Loft Art aims to support independent artists and contribute to all disciplines of art. The "Simulacra" exhibition awaits art enthusiasts as a reflection of this vision.

The proceeds from the sale of artworks exhibited in the exhibition are transferred to the Turkey **Human Resources Education and Health Foundation (TİKAV)** established by Akfen Holding, contributing to the foundation's social responsibility projects.

Loft Art, with this exhibition, presents the boundaries between reality and the virtual world to the audience. Loft Art's Art Director, under the responsibility of **TİKAV Board Member Dilara Akin, is undertaken by Ayşe Jaber.**

About TİKAV:

The Turkey Human Resources Education and Health Foundation (TİKAV) aims to provide societal benefits by developing projects that are human-centric. The foundation works to raise individuals who respect societal and universal values, are environmentally conscious, and possess a sense of social responsibility in the constantly evolving information age.

TİKAV's vision is to find solutions to enable society to adapt to change in today's rapidly changing knowledge world, bring individuals who will lead development to society, and lead the dissemination of social responsibility awareness at the national and international levels.

About Loft Art:

Loft Art was established to create a space for independent artists to exhibit their works. Loft Art, aiming to create equal opportunities in the art market, brings independent artists producing works in different mediums together with the audience. Inspired by the corporate values embraced by Akfen Holding, Loft Art aims to support independent artists' productions and make them visible in the art market. The proceeds from the sales of the exhibited works at Loft Art exhibitions also contribute to the Turkey Human Resources Education and Health Foundation (TİKAV), which carries out national and international social responsibility projects, focusing on women, youth, and children.

Loft Art's Art Director, under the responsibility of **TİKAV Board Member Dilara Akin, is undertaken by Ayşe Jaber.**