

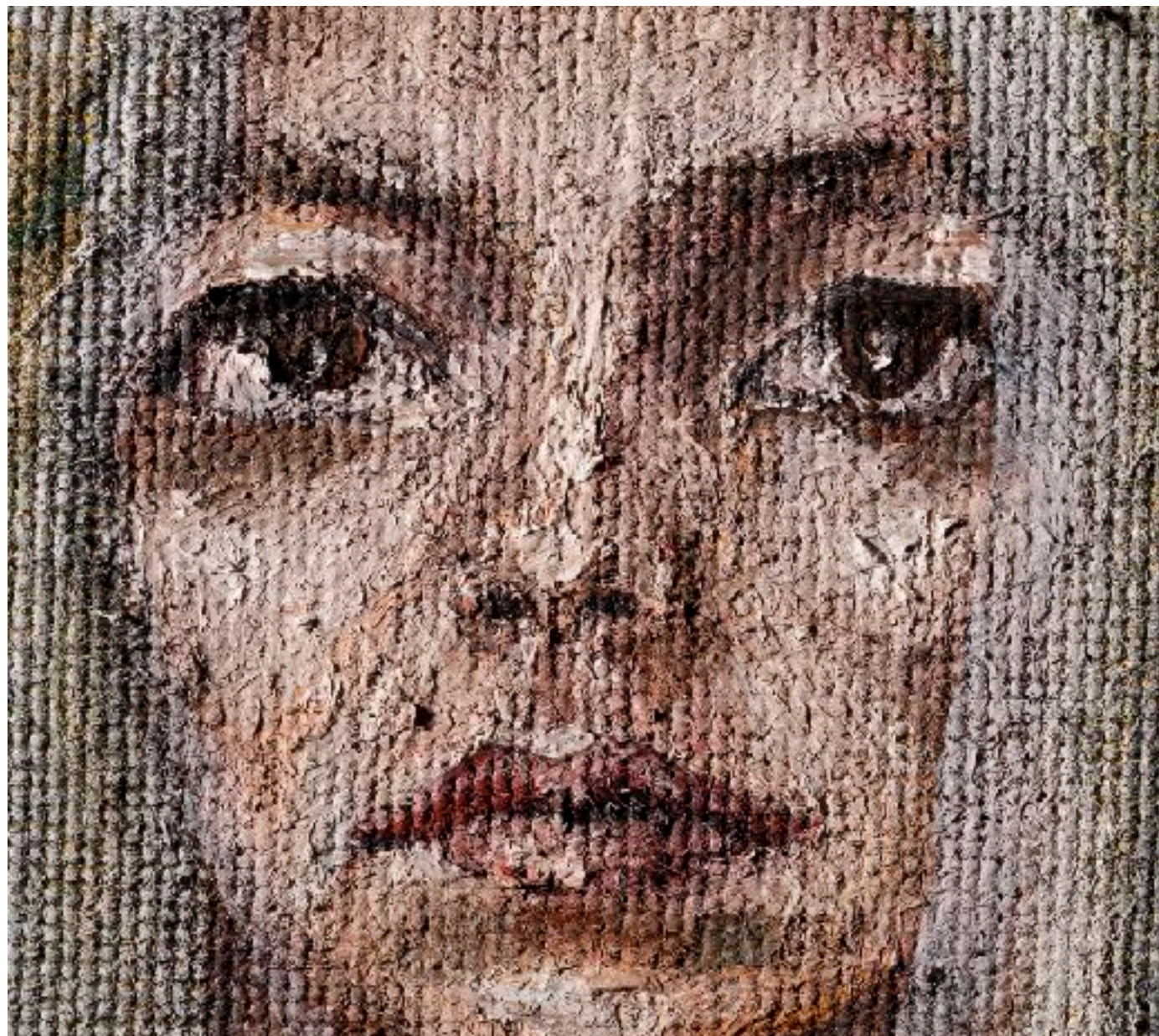
— Artist Book —

SEDA GAZIOĞLU



Table of Contents

| | |
|----------------------|----|
| Bio | 01 |
| <hr/> | |
| Solo Exhibitions | 02 |
| <hr/> | |
| Group Exhibitions | 03 |
| <hr/> | |
| Latest Exhibition | 04 |
| <hr/> | |
| Outdoor Engagement | 05 |
| <hr/> | |
| Selected Works | 06 |
| <hr/> | |
| Brand Collaborations | 07 |
| <hr/> | |
| Contact | 08 |
| <hr/> | |





SEDA GAZIOĞLU

Born in 1991 in Istanbul, Seda Gazioğlu is an artist who seamlessly intertwines tradition and contemporary practice. She began her education at Parsons School of Design in New York, later continuing at Central Saint Martins in England. Since 2014, Gazioğlu has actively contributed to the art scene through a diverse range of mediums, including oil painting, metal sculpture, video, and digital art, often utilizing found and antique objects, notably vintage Turkish carpets.

Her artistic approach is shaped by her experience with a learning difference, leading her to create a unique mapping method that simplifies complex subjects into accessible visuals. This minimalist, subject-driven aesthetic emphasizes the essence of each piece, presenting her work in an “audition tape” format that invites viewers to engage deeply with the subject matter.

Gazioğlu's exploration of human cognition, particularly its interpretation of rituals and superstitions, reveals the intricate relationship between the supernatural and the everyday. Growing up in Turkey, she examines the pervasive magic within her culture, often masked as superstition. Through her work, Gazioğlu uncovers the hidden magic of daily life, mapping these elements to ordinary forms and encouraging a re-examination of the familiar as a landscape rich with mystical dimensions.

Solo Exhibitions

2024

— Was That Cat Black?

A fleeting shadow—was that cat black? What happens if you don't take a step back?

In the face of the unknown, people grasp at rituals; each superstition promises an illusion of control over the uncontrollable. In a world marked by the fragility of existence, one universal craving persists: the insatiable need to outwit death. This exhibition takes you on an unsettling journey into the depths of uncertainty.

Now think again—was that cat black?

2021

— Dinner is Served

When You're Ready, Come—The Table is Set.

Let us gather as a family and confront what we've long ignored. Come, let us face the truths of today and find the courage to question our habits, to challenge the patterns that have shaped our lives for far too long. Let us seek harmony between what we do and what we believe. If we must, let us debate—but let us always return to compassion. What truly matters is that we love, and that we summon the strength to embrace new responsibilities. Me, you, and the you within; or those who surround you in this moment—or perhaps, in solitude—let us come together, as we have for generations, around this table where truth is revealed.

When you're ready, come—because the end is drawing near.

2018

— The I Captivity

You are imprisoned by the fears you glorify.

Your past commands your future, and the humanoid scarecrows that you create to protect yourself, command your soul.

The present moment – the only way to absolute peace – slips away from your fingertips.

You are the only barrier standing in front of 'you'.

Reveal your fears and destroy them, because your freedom starts where your feardom ends.

2015

— We Are Not I

I fear that we are not able to really feel what it is to be ourselves. When we question who we are, do we cease to be our true selves? Or do we face the true essence of our self more than ever?

If our answer to this question begins with 'I', we've become part of the egocentric and ego-driven system of today's world. 'I'-focused world, constructed and driven by ego.

If our answer begins with 'we', we've broken free from the system, been stripped of our ego and through awareness and peace of mind have entered a state of enlightenment through the freedom of the right brain.

Hence those we-focused souls, who live their lives with collective humanity as their focus rather than just themselves, have awakened to the fact that they are simply one small component of a whole, one tiny particle of the immense energies that form the universe.

The two different lobes of the human brain are home to two entirely different characters. However much we've tended to formulate our thoughts and construct our characters on the basis of the left side of the brain, in every moment of life it is in our power and within the realm of choice to take the step over to the right brain and to enlightened living.

Are we aware that we hold the key to this sacred power? In knowing the distinct characteristics of the two sides of the brain, and having the freedom of choice, which do we choose in our daily life? And who are we? Who do we choose to be?

Group Exhibitions

2023

- **GAGİAD Contemporary Art Festival**
GAZİANTEP, TÜRKİYE
- **Bloom Contemporary Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE

2022

- **Contemporary Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE
- **Bloom Contemporary Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE

2021

- **“Türler Arası” Group Exhibtion, Evliyagil Museum**
ANKARA, TÜRKİYE

2020

- **Step Istanbul Art Fair, PG Art Gallery,**
İSTANBUL, TÜRKİYE

2019

- **PG POP UP Group Exhibition**
İSTANBUL, TÜRKİYE
- **Contemporary Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE
- **Step Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE

2018

- **Contemporary Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE
- **PG POP UP Group Exhibiton, PG Art Gallery**
İSTANBUL, TÜRKİYE

2017

- **Art Thessaloniki Contemporary Art Fair, PG Art Gallery**
SELANİK, GREECE
- **Art Market Bucharest, PG Art Gallery Video Booth**
BÜKREŞ, ROMANYA
- **15th Istanbul Biennale Parallel Exhibition, PG Art Gallery**
İSTANBUL, TÜRKİYE
- **"AH! Surges", PG Art Gallery, Işık School**
İSTANBUL, TÜRKİYE
- **Contemporary Istanbul Art Fair, PG Art Gallery**
İSTANBUL, TÜRKİYE

2016

- **The Geometry Of Love, Muse Contemporary Art Fair**
MUĞLA, TÜRKİYE
- **Yin Yang, Muse Contemporary**
İSTANBUL, TÜRKİYE
- **Group Show 13, New Works Winter, Çağla Çabaoğlu Gallery**
İSTANBUL, TÜRKİYE

2015

- **Light Is There Where You Are Not, Turkish Contemporary Art, Cultural Transit Foundation**
RUSSIA
- **Group Show 12, New Works Winter, Çağla Çabaoğlu Gallery**
İSTANBUL, TÜRKİYE

2014

- **Contemporary Istanbul Art Fair, Çağla Çabaoğlu Gallery**
İSTANBUL, TÜRKİYE

2024

Latest Exhibition

Was That Cat Black?



Overview of Exhibition

The exhibition “Was That Cat Black?” invites visitors to embark on a journey into the fascinating world of superstitions, rituals, and collective memory. Hosted in the enchanting two-story space of Haliç Sanat-3, this exhibition delves into the subconscious fears and cultural constructs that shape some of the most enduring superstitions in this region.

At its core, the exhibition explores how superstitions—often dismissed as trivial or humorous—serve as reflections of humanity's deeper fears, such as the fear of death, uncertainty, and the need for control. By examining these beliefs through the lens of art, it reveals how rituals evolve, adapt, and persist across generations, becoming integral to cultural identity.

The exhibition features a range of materials, from Turkish carpets representing hidden histories to stainless steel sculptures that emphasize the durability of beliefs. Objects such as mirrors, long associated with warding off evil, and embroidered flags act as powerful symbols of both past and future rituals.

“Was That Cat Black?” is not only a reflection on the superstitions of the past but also a window into the possible beliefs of the future. It is an invitation to face the invisible fears and rituals embedded in our daily lives and to question the mechanisms that keep them alive.





First Floor
The Sacrifice Floor

This level focuses on superstitions surrounding weddings, henna rituals, and the subconscious gender inequalities embedded in these traditions. Through symbolic works such as "Hennanikof" and "Hennaed Hasan," the floor examines how individuals are marked and shaped by societal expectations.

Was That Cat Black? ———

Henna Weapon

This sculpture draws inspiration from one of the most recognizable weapons, the Kalashnikov rifle. Instead of bullets, the magazine is engraved with the word **HENNA** (*KINA*), symbolizing sacrifice and societal violence.

Crafted from stainless steel using metal welding techniques, every point of the sculpture was “fired” into place, mimicking the act of shooting. The process itself becomes a haunting reflection of the weapon’s purpose and the cultural rituals tied to sacrifice and loss.





Was That Cat Black? _____

Circumcision Boy

This ceremony marks the transition from childhood to adulthood, symbolically and physically “severed” from childhood through a sacrificial act. (**severed**),

At the same time, it guarantees societal acceptance, affirming the individual’s place within the community. (**Affirmed**)





Was That Cat Black? _____

Henna Ceremony (for the wedding)

The application of henna on the bride-to-be's hands symbolizes her preparation and transformation. (**Painted**),

As the henna stains her hands, it reflects the fading of her life in the family home. This bittersweet ritual signifies leaving behind her past to step into a new role and chapter of life. (**Faded**).



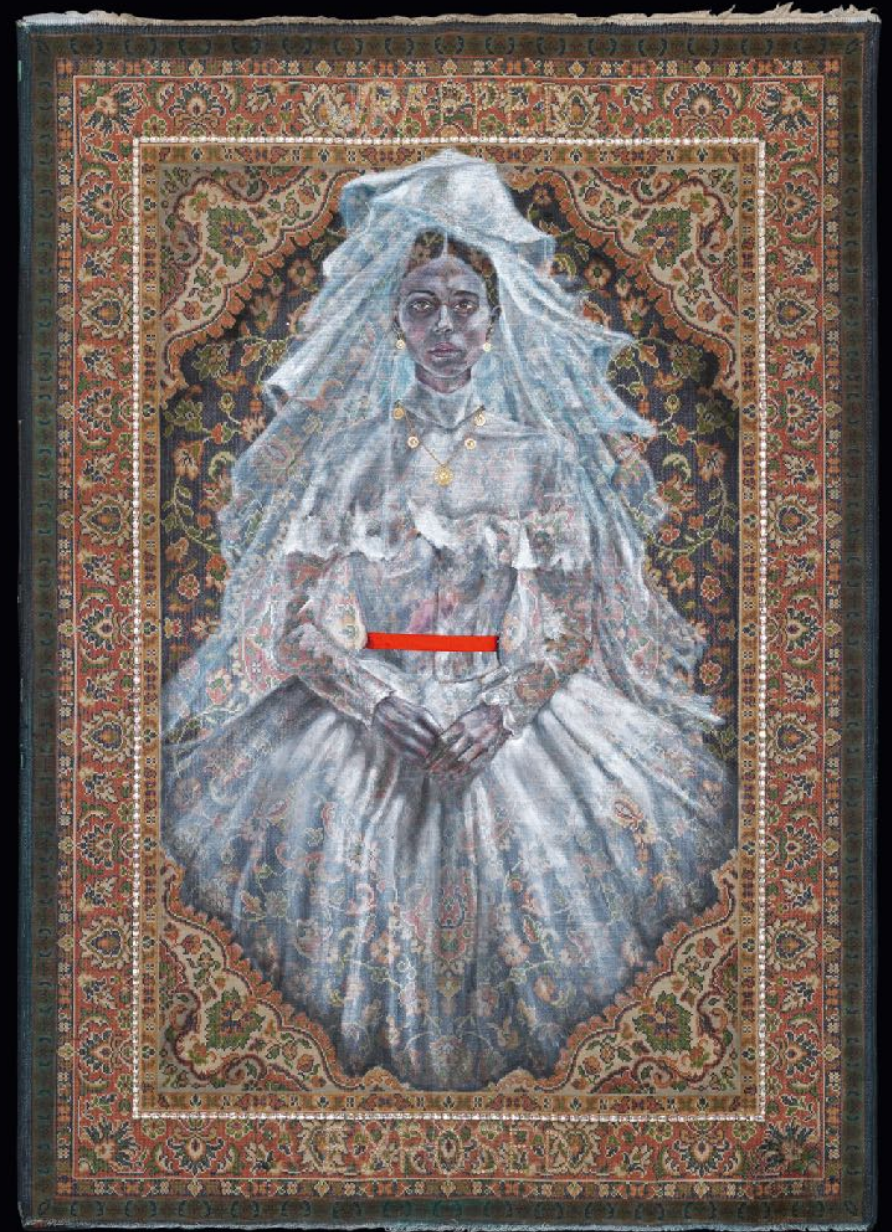


Was That Cat Black? ———

Turkish Bride

Until the wedding, the bride is both physically and ritually wrapped in superstitions, like a carefully prepared gift (**wrapped**).

Yet, despite all the symbolic layers of protection, the most private and sacred truth—the presence or absence of the bride's virginity—is laid bare for all to see, conveyed through the simple presence or absence of a red belt. (**exposed**).





Was That Cat Black? _____

Hennaed Hasan

The mother marks her son with henna to signify which of her four children she will send to war at a young age (**sacrificed**)

Yet, the same henna is applied to bless and protect the son (**blessed**)



WILDE KUNST
YAWRUM HA
MEKTUBUN C



Second Floor

The Anatomy of Superstitions

With a lighter, more playful atmosphere, the second floor looks at the neurological and cultural foundations of superstitions. Visitors are encouraged to contemplate how beliefs are formed and how they might evolve in the future.

IT X THENY

COGNITIVE PERFORMATIVE

COGNITIVE PERFORMATIVE



BORN IN ISTANBUL TURKIYE





Outdoor Installation



Visitors can participate by adding their own cloth strips, blending personal aspirations with a collective cultural heritage.



Incorporating one of the oldest and most widespread superstitions of our society into the exhibition.





From Billboards to Screens: Citywide Engagement

This exhibition benefited from extensive promotional support provided by the Istanbul Metropolitan Municipality, ensuring its presence was felt across the entire city. Leveraging a variety of high-visibility advertising platforms, the exhibition reached a wide audience and became a prominent cultural event.



Reaching Every Corner of Istanbul



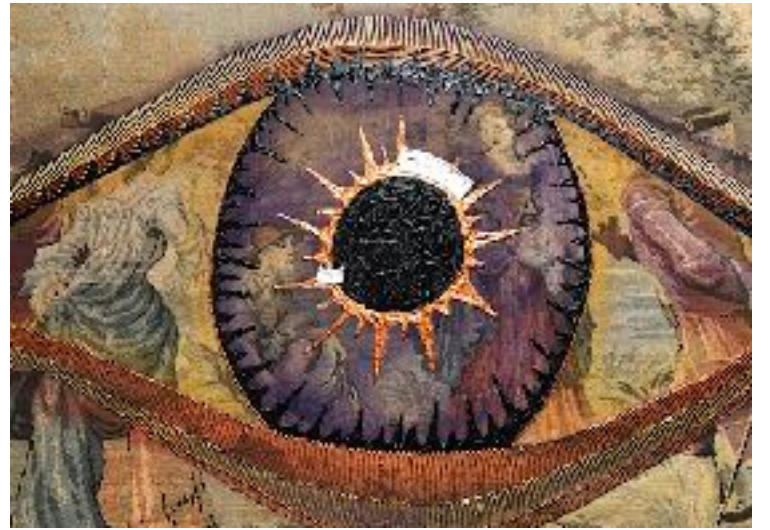
Selected Works



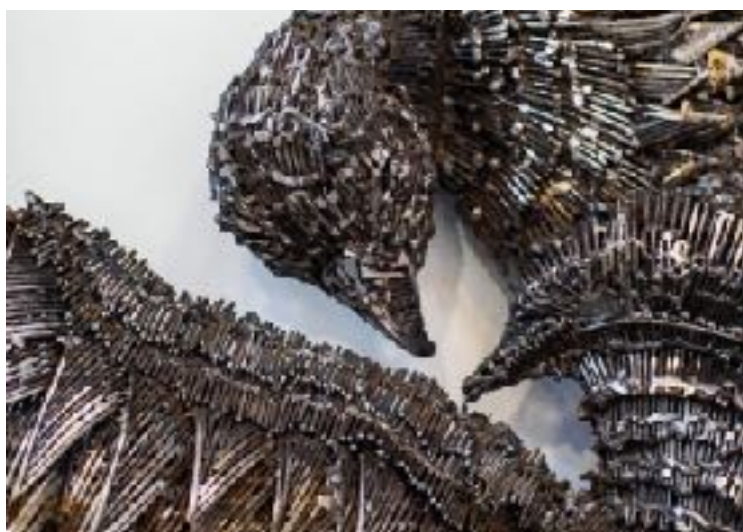
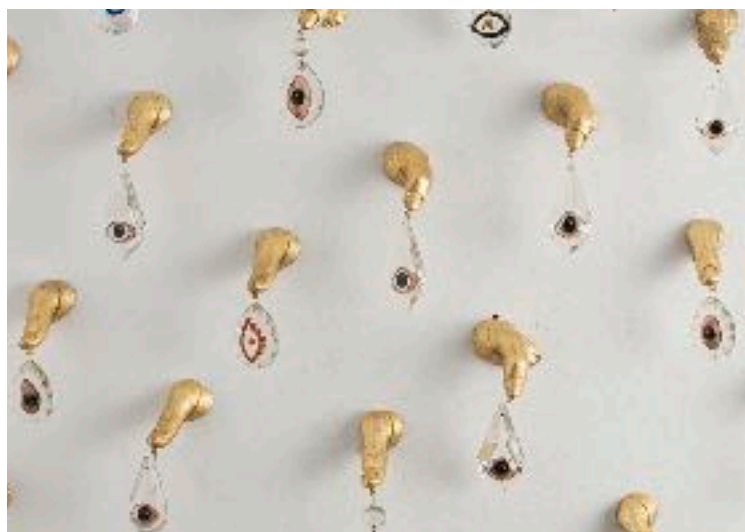




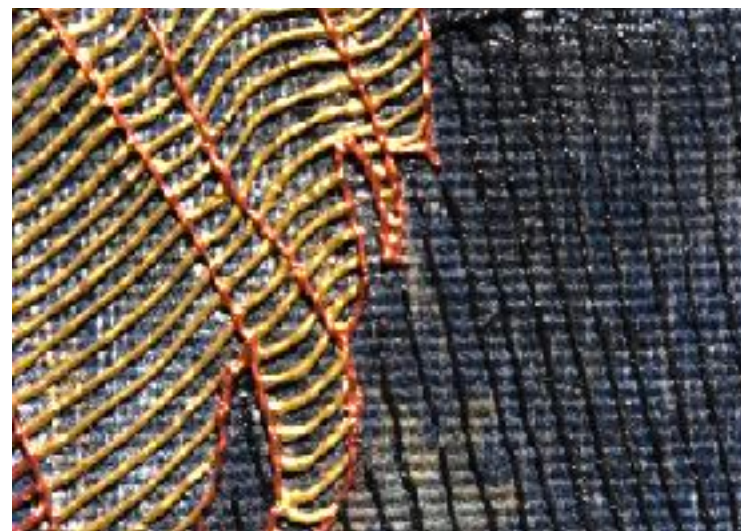
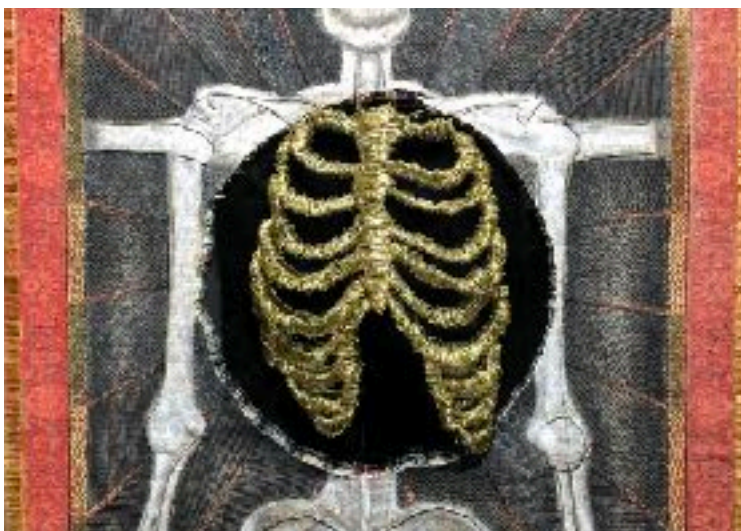








ALLAH KORUSUN



Brand Collabs





Seda Gazioğlu X
Diela Jewelry

Seda Gazioğlu collaborated with Diela Jewelry to create a captivating collection inspired by her renowned eye artworks. Known for their symbolic depth, her designs bring a fresh perspective to the "nazar" concept, offering a range of eye-inspired pieces that explore the diverse interpretations of protection and meaning associated with the evil eye.



Seda Gazioğlu X Diela Jewelry



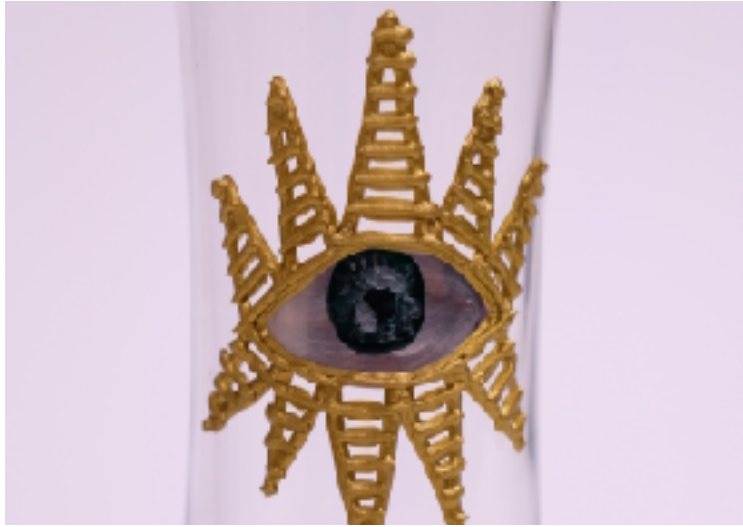


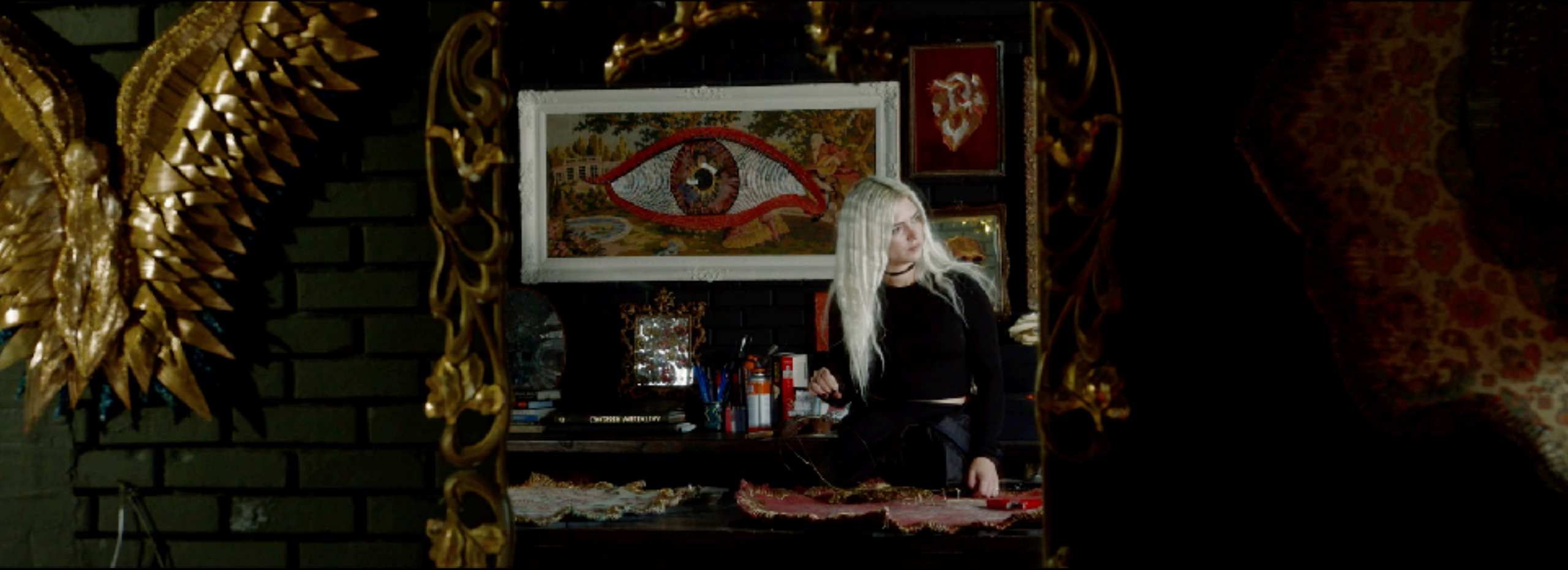
Seda Gaziođlu X
Yeni Rakı

Seda Gaziođlu partnered with Yeni Rakı for the launch of their rebranded handmade bottle, "Yeniden Beykoz." Known for her commitment to handcrafted artistry, Seda hand-painted custom Yeni Rakı glasses, adding a distinctive artistic flair to celebrate the reveal of this artisanal creation.



Seda Gazioğlu X Yeni Rakı





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