

JD MALAT GALLERY

JD MALAT GALLERY TO OPEN WITH EXCLUSIVE HENRIK ULDALEN EXHIBITION

Press Release

April 2018, London: The **JD Malat Gallery** is thrilled to announce that it will be launching with an exclusive exhibition by London based Norwegian artist **Henrik Uldalen**. *Metanoia* is a new collection of seventeen paintings that will feature at The JD Malat Gallery located on Davies Street in Mayfair, which opens to the public on Monday 11th June 2018.

Henrik Uldalen, born in South Korea in 1986 and raised in Norway, is a self-taught artist best known for his oil paintings that marry classical figurative style with expressionist influences and a contemporary vision.

Though many of his paintings are imbued with a sense of melancholy, Uldalen's latest exhibition, *Metanoia*, represents a transformation in both the artist and his work. This new collection embraces a kind of letting go. The artist works in oils to create deeply atmospheric depictions of human figures obscured by thick layers of impasto, for an effect that is both otherworldly and emotionally familiar.

For Uldalen, *Metanoia* represents the mental state of an individual who, for the first time in his life, is embracing change. It is a deeply personal exploration of the psyche, but it also speaks to archetypes of the human experience.

Uldalen says: "This exhibition is a symbolic riddance of a certain darkness which I have always carried. I'm not able to define this burden or why I have it, but I feel something is changing and I am letting go of an image I have constructed for myself. The collection is the slow realisation of the ever-changing self."

Jean-David Malat founder of the JD Malat Gallery and internationally renowned celebrity art dealer and curator discovered Uldalen on Instagram eighteen months ago. Instagram is now being used effectively as a search engine by the art industry. The platform allows galleries to reach a wider audience to promote exhibitions as well as gauging what competitors are interested in and following artists that they wouldn't have exposure to otherwise.

Malat says "This is an exciting time for the art world, where we can embrace social media. Establishing professional relationships by connecting on Instagram is the future of uncovering

the next generation of artists. It will undoubtedly play a significant role in shaping the careers of many emerging artists.”

Please enquire with Plus 1 Communications if you wish to arrange a preview of the gallery before launch.

Jean-David has been dubbed ‘the most well-connected man in London’ and will harness his experience selling art through both established galleries and private sales. He is committed to using his years of expertise to bring even more artists to the world stage, and his gallery will showcase the work of both established and up-and-coming artists. In addition to holding exhibitions, the JD Malat Gallery will serve as an intermediary in the sale of artists’ works. Furthermore, the gallery will host talks, conferences and student visits to support the art community and to create a public space for all to enjoy.

For more information on Jean-David Malat and the opening of JD Malat Gallery, please visit his website: <https://jdmalat.com/>

JD Malat Gallery, 30 Davies Street, London, W1K 4NB

Facebook: JDMalatGallery

Instagram: @jeandavidmalat

Twitter: @JeanDavidMalat

Instagram: @henrikaau

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Notes to Editors:

The word ‘metanoia’ comes from the Greek ‘metanoein,’ meaning ‘a change of mind.’ In theology, metanoia is defined as ‘a transformative change of heart, a spiritual conversion.’