



Yves Hayat

Yves Hayat was born in Egypt. There, most likely, were born his first aesthetic sensibility, his first needs for compliance, his first denials. In 1956, he discovered France and uprooting. During five years, he attended the National School of Arts in Nice.

In 1973, Yves Hayat chooses advertising - a creative trade in full effervescence. He will later retain from this creative profession his fascination for images and the importance of their message. Those years enabled him to discover new technologies and to master his technics.

In 1990, Hayat returns to art and rediscovers the old masters. While working as an advertising designer he photographs people, the streets, museum paintings and recuperates magazine and web images which are carefully classified. Hayat is a perfect example of his time: an open mind on society, its streets, its media, its internet.

"I admit that I'm more interest in manipulating reality than in recording it. My artwork between photography, installation and *"Narrative Figuration"* proposes visions where theatricalization is a part of the project. I am a total visual consumer : I film, download, scan, retouch.... as the director of a new reality. Using superimpositions, shifts, misappropriations, I confront past and present, beauty and horror, indifference and fanaticism. Through a questioning about the art/ politic/ media relations, I try to conceive a critical art work where the attraction for the culture of media, cinema and advertising shows through. Using modern techniques, my work propose a report of what our history and our society have thought, generated, transformed, destroyed... while always keeping in mind that when the work of Art creates unrest, it evacuates the common place". YH