



Noa Ironic : As Lonely as it Gets

27.07.23 — 02.09.23

Curator: Maya Frenkel Tene

Exhibition Text: Mona Benyamin

The work of Noa Ironic is a celebration of the many grotesque manifestations of the ordinary; she shows up uninvited to the scenes she depicts – a fight on the beach, an intimate evening with the bros, a tattoo appointment to prove loyalty – she repeatedly interrupts her subjects by painting them and reminds us that she is not a voyeur – she's just rude.

Ironic imposes herself on male-dominated scenes she is excluded from, which forcibly cast her as a viewer or an intruder at best, but never as a participant. She captures the quotidian displays of the spectacle of masculinity in those scenes and represents them in a figurative and highly saturated matter. The individuals in Ironic's works can be best described as mythological caricatures – an unexpected hybrid of fantasy and satire which reveals the contradictory nature of her subjects, where they manage to be heroic, ridiculous, sexy, and gruesome all at the same time, and ultimately exposes their vulnerability and loneliness.

In this exhibition, Ironic pursues her interest in questions of belonging, drawing attention to the vulnerability of individuals once isolated from their communities or collectives, both real and imagined; the bodies in her work are exaggerated, dismembered, and distorted, and body modification – be it in the form of tattoos, piercings, or body-building – is seen as a symbol of the inherent desire to belong. And while each character is painted differently, their value within the painting is equal, a stylistic choice that defies traditional hierarchies and puts all the more highlight on the particular susceptibilities and feelings of alienation within individual members of communities and invites us to reflect on what constitutes a collective and what is the value of collectivity in our time.

Noa Ironic (b. 1993, Eilat) lives and works in Tel Aviv. A graduate of Shenkar Multidisciplinary Art School (B.F.A., 2019). A graduate student at Rhode Island School of Design (RISD). Emerging artist award from Edmond de Rothschild Foundation Center, Tel Aviv (2021). Recipient of the America Israel Cultural Foundation Award (2019). Her work was featured at the Spring exhibition in Kunsthall Charlottenborg (Copenhagen, 2020), Freshpaint Art Fair Special Edition (Tel Aviv, 2020), Bull in a China Shop at Tchotchke gallery (New York, 2020), House Party at Carlye Packer (Los Angeles, 2021) and a residency group at Unit1 gallery (London, 2021). Her solo exhibition 'Ride Your Ego' was exhibited at Plan X gallery (Milan, 2021) Ironic's work is included in private and public collections worldwide.