Artist Statement - Zoobs Ansari

The Social Anxiety Project comprises a collection of fine art photographic montages and a video & sound installation, both of which have been constructed using the artist's previous and vast catalogue of iconic photographs. The soundtrack includes memoirs specific to anxiety.

While the artists previous works immortalized his subjects with the highest sense of celebration, in stark contrast, this new body of work offers a glimpse into a world which is haunting, disturbing, and rife with facial distortions and painful expressions. The images encapsulate a visual representation of uncomfortable moments and offer a glimpse into what an anxiety attack might feel like.

The Social Anxiety Project came about organically after five years of living in the United States, and from a need to explore and express ideas surrounding survival, mortality, and reality. It attempts to visually portray in montaged portraiture, a sense of restlessness with it's angstridden energy, that disturbs with it's strange monstrosity.

Social anxiety is a growing problem in modern society and affects people from many age groups and backgrounds, and for a broad spectrum of reasons.

NB : : 'Social anxiety is the fear of social situations that involve interaction with other people. You could say social anxiety is the fear and anxiety of being negatively judged and evaluated by other people. It is a pervasive disorder and causes anxiety and fear in most all areas of a person's life. It is chronic because it does not go away on its own. Social Anxiety Disorder (social phobia) is the third largest mental health care problem in the world today. The latest government epidemiological data show social anxiety affects about 7% of the population at any given time. The lifetime prevalence rate (i.e., the chances of developing social anxiety disorder at any time during the lifespan) stands slightly above 13%.'

'Zoobs is a British artist, residing in the U.S. He travels and works globally, and is based in New York. His commissions are both arresting and on the cutting edge transitions between style, fashion, sexuality, morality and human nature. His works are prized amongst niche collectors as well as frenziedly coveted by the media. Who is Zoobs the artist? He is his work. Every piece of his limited editions not only enrich the lives of their audience but they document the work of this legendary force. His artwork has been featured in Vogue, Vanity Fair, Wall Street International and on TV news media. He has worked with celebrities as diverse as Kate Middleton and Elton John to Amy Winehouse. Highly coveted on the global fashion scene, Dolce & Gabbana used on of **Zoobs**' most iconic pieces as a key them for their ranges. **Zoobs** has a long list of celebrity fans including Bono and Kylie Minogue. **Zoobs** is a living artist with a growing portfolio of iconic and visually stunning images.'

The square-proportioned giant photographs come as digital c type prints in various editions.

































