

FOR IMMEDIATE RELEASE

Experience Singapore “Beyond the Screen” at 7Adam Gallery Restaurant

The Singaporean landscape is captured by celebrated watercolour artist Zhu Hong through the lens of the Samsung Galaxy Note, exclusively debuted at 7Adam Gallery.



Singapore, XX 2013 – From 25th July to 21st August 2013, 7Adam presents a solo exhibition by Singapore-based artist Zhu Hong, known for his incorporation of the oriental energy of calligraphic brushworks into his painting of architectural elements while pushing the limit of colors of watermedia. In this exhibition, Zhu Hong departs from his renowned style by presenting sights of Singapore via the now-ubiquitous smartphone.

“Behind the Scenes”, an innovative take on the Singaporean experience, uses technology to tell its story: the Samsung Galaxy Note becomes the canvas while the S Pen is the tool of choice. Paper, brushes and palettes are represented digitally in this new technology, where any scene can be immediately recorded down with the touch of a finger. The physical material becomes less important as compared to the soul and point of view behind the medium.

Zhu Hong goes to areas familiar with most Singaporeans, like East Coast Road and Purvis Street, and showcases his East–West influence, as well as his background in architecture and his previous experience working as an interior designer, in these quick paintings. Using the application ‘S Note’, colours are bold, structures are fluid but strong, and people are captured in a single moment in time. By capturing seemingly ordinary scenes with a unique point of view, the everyday becomes a work of beauty.

After these scenes are saved in these spontaneous digital sketches, they are printed on paper, allowing a mix of traditional and new media in art. Expressing this vision in a departure from his classic watercolours allow for an appreciation for everyday art, in a medium that every person can use.

"I believe that when made accessible, art is more likely to move people and touch lives. A keen aesthetic sense is best developed when we appreciate the beauty in the smallest and simplest things around us.

Today, a great deal of effort and resources are channeled into providing an artistic and creative environment. By doing so, however, we also tend to overcomplicate matters. Creating a piece of art is simpler than we think. If we learn to see the ubiquitous mobile phone as paper, brush and ink, then we have all the tools we need in our hands. Bits and pieces of daily life can easily be recorded and shared with others."

~ Zhu Hong



Event Details

"Beyond the Screen" Solo Exhibition by Zhu Hong

Date: 25th July to 21st August 2013

Time: 11am to 8pm daily

Cost: Free

(Food & Beverage charges apply)

For general enquiries or bookings, please contact:

7Adam Restaurant Gallery

7 Adam Park

Singapore 289926

Gallery – Tel: 6463 0777

Restaurant – Tel: 6467 0777

Gallery Opening Hours: 11am to 8pm daily

Restaurant Opening Hours: 11am to 11pm daily

Email: enquiries@7adam.com



About 7Adam

A one-of-a-kind dining concept awaits guests at 7Adam Gallery Restaurant where creative gastronomy meets contemporary art. 7Adam is a unique medley of restaurant and art gallery, a seamless combination that offers diners and art lovers the perfect venue to convene. Set amidst lush green foliage, the 150-seat restaurant oozes infinite old world grandeur while providing an intimate and elegant setting for all occasions. 7Adam's kitchen serves up masterfully created modern European cuisine with Asian influences while its gallery offers guests a world of visual delights with exquisitely curated art pieces changed every eight to 10 weeks. 7Adam has held solo exhibitions for artists including Kumara Nahappan, Ling Yang Chang, Poh Siew Wah, Dawn Kwan and Sujak Rahman. 7Adam also holds monthly high-tea art talks that carry a wide variety of themes from art appreciation and investing to painting workshops and more.

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