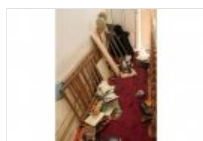
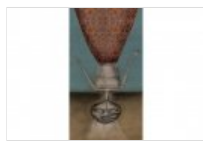
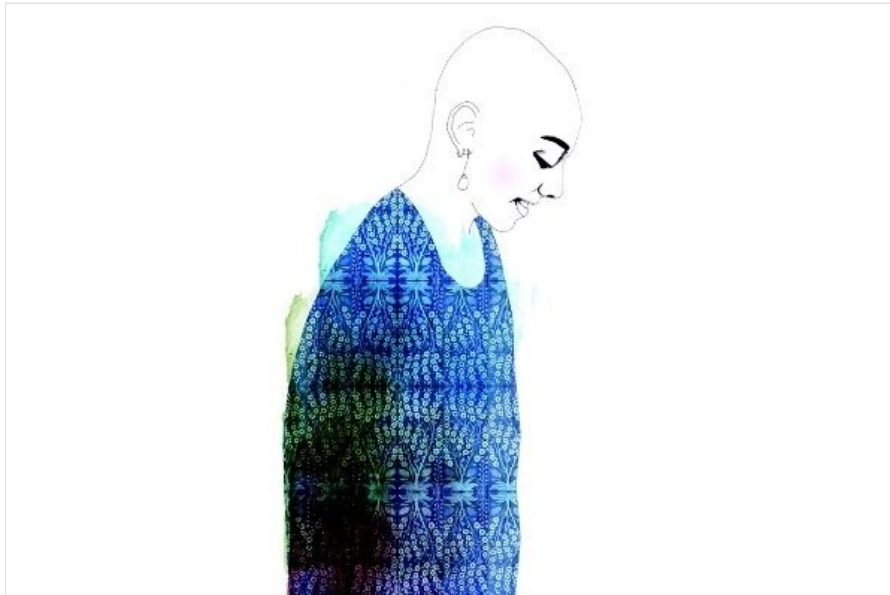


Soft Power

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SoftPower is an introductory glimpse into an exciting art movement that is brewing in the Kingdom of Saudi Arabia. It encapsulates the voice of three visionary female artists: the emerging talents of Sarah Abu Abdallah and Sarah Mohanna Al-Abdali, and leading practicing Saudi artist Manal Al Dowayan. Diverse in their respective practices their works are united curatorially in SoftPower by their desire to take and subvert from the clichés concerning the practices of daily life. The artists in this exhibition do not claim or aspire to be operating as either politic agents or clergy; their role here is to function as visual cultural critics. Their works raise awareness of the everyday nuances present within Saudi Arabian contemporary society. The visual language they put forward is yielding, more towards something pliable or mutable, and

3rd October 2012 - 10th December 2012

Opening Hours: 10am - 10pm

Featured Artists:-
Manal Al Dowayan, [Sarah Abu Abdallah \(resident artist\)](#), [Sarah Mohanna Al-Abdali \(resident artist\)](#).

Curated by: Sara Raza

employs the use of the mundane, the humorous and the ironic to suggest a new syntax and mode of thinking. Stereotypical rubrics concerning militancy that are ordinarily associated with feminist artistic practices are largely absent here both artistically and curatorially. Instead the lines have been blurred to highlight a softer power that exists at the grass roots level and is slowly and purposefully making its ascent upwards.

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