



“ETHEREAL ECHOES”: FUSION OF ART AND COUTURE

SPUTNIK PARTNERS | COSMODREAMS

FWD BY MOKSYZ, CENTRIA
MALL, OLAYA ST, AL OLAYA,
RIYADH, SAUDI ARABIA
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Riyadh, Saudi Arabia, November 24, 2023
— Duo exhibition “Ethereal Echoes,” a collaboration between contemporary artist Marina Fedorova and fashion designer Yousef Akbar, takes place at FWD by MOKSYZ Boutique from November 25th to December 9th, merging classical artistry and modern fashion in a delicate exploration.

Moving away from the ordinary, “Ethereal Echoes” brings a unique collaboration of art and fashion to the forefront. Marina Fedorova, contemporary artist with international reputation, and Yousef Akbar, Saudi fashion designer, joined forces for a duo exhibition that has emerged as a breathtaking fusion of art, fashion, and cutting-edge technology.



This exceptional collaboration intertwines Yousef Akbar’s chic dresses with Marina Fedorova’s enchanting paintings from the Cosmodreams project. “Ethereal Echoes” highlights the seamless integration of these diverse artistic mediums and backgrounds, featuring works inspired by each other’s creations. It is a harmonious synthesis of fashion and art, blending the vibrant hues of Akbar’s designs with the cosmic narratives woven by Fedorova.

Amidst the dresses and paintings, the exhibition introduced “Palm Tree Lady”, the first sculpture fully 3D-printed in Saudi Arabia. Symbolizing fertility, oasis, and the maternal power of love, this piece of art stands as a testament to the evolving landscape of contemporary art.

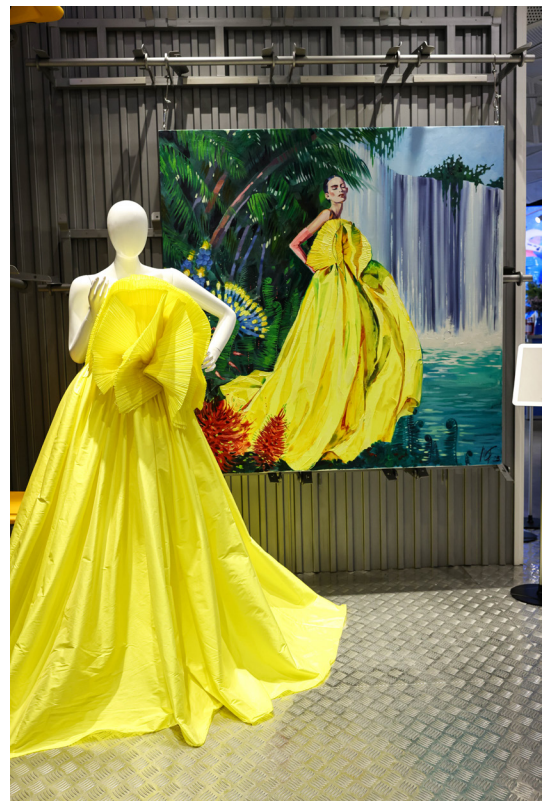
“Ethereal Echoes” transcends the conventional exhibition experience with the introduction of augmented reality (AR) scenarios for the canvases and the first-ever AR for a couture dress. This



provides visitors with a unique interaction, allowing them to delve deeper into the narrative. Additionally, the exhibition introduces Cosmodreams Snapchat AR jewelry, a combination of digital and physical artistry, enhancing the viewer's engagement with the artworks.

The VR Cosmo Fashion Show, an experience developed by Marina Fedorova featuring digital models of Yousef Akbar's bespoke outfits, transforms the traditional concept of a fashion show into a virtual one. Models resembling mannequins in a fashion boutique are placed in an extraterrestrial landscape, indicating a neutral world where nations and cultures are equal.

The grand opening of "Ethereal Echoes" took place at the FWD by MOKSYZ Boutique Centria Mall in Riyadh. Marina Fedorova, reprising her awe-inspiring act 18 years after her diploma performance, painted on a white dress, creating an enchanting live canvas. Her act of self-expression resonated with the overarching theme of the exhibition. The exhibition unfolds from November 25th to December 9th, inviting everyone to partake in this extraordinary journey



ABOUT MARINA FEDOROVA

Born in St. Petersburg in 1981, Marina Fedorova is an international contemporary artist based in Munich. She studied painting, design, and graphic arts at Nicholas Roerich Art School in St. Petersburg later graduating from the Saint Petersburg Stieglitz State Academy of Art and Design, where she majored in Fashion Design and Illustration. Her paintings have been shown in dozens of solo and group exhibitions throughout Europe, China, and Russia. Fedorova's artworks were acquired for the permanent collections of the State Hermitage Museum, the State Russian Museum, Erarta Museum of Contemporary Art, as well as by a number of private collectors.

ABOUT COSMODREAMS

Cosmodreams art project presents a series of artworks created by contemporary artist Marina



Fedorova from 2017 in a new form of exhibition. Cosmodreams' exhibition combines oil on canvas painting, sculpture, video, digital art, and other art forms, reflecting the artist's extensive and diverse aesthetic language. Cosmodreams also incorporates digital technologies, including AR and VR. As a complement to immersive video art and interactive art installations, they present the audience with a creative and immersive art experience.

The Cosmodreams series embodies Marina Fedorova's long-term thinking on topics such as space exploration and the future, as well as her imagination and self-expression in response to current social issues and cultural contexts related to these themes, including environmental protection, women's empowerment, and the younger generation.

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