

SCOLETTA DI SAN GIOVANNI BATTISTA  
E DEL SS. SACRAMENTO  
Campo Bandiera e Moro Castello 3811/B  
10 June - 21 November 2007  
Opening hours: 10.00 am – 6.00 pm



Press release

**The Ministry of Culture of the Republic of Latvia  
State Culture Capital Foundation  
Riga City Council**

**Gints Gabrāns**

**“PARAMIRRORS”**

**LATVIAN PAVILION**

**(Scuoletta di San Giovanni Battista e del SS Sacramento,  
Campo Bandiera e Moro, Castello 3811/B, Venice)**

within the

**52<sup>nd</sup> International Art Exhibition**

**of the Biennale di Venezia**

**10<sup>th</sup> June – 21<sup>st</sup> November 2007**

Opening hours: 10.00 am – 6.00 pm (Monday closed)

**The exhibition is organized by the “Pareizā Ķīmija” agency, Latvia ([www.kimija.lv](http://www.kimija.lv))  
and Arte Communications, Venice ([www.artecommunications.com](http://www.artecommunications.com))**

**Commissioner: Ieva Kulakova**

**Deputy Commissioners: Gundega Tihi, Paivi Tirkkonen**

**[www.gabrans.com](http://www.gabrans.com)**

The Ministry of Culture of the Republic of Latvia invites you to visit the Latvian pavilion at the international art exhibition of the 52<sup>nd</sup> Venice Biennale. The right to represent Latvia at the Biennale was won in an open competition by Gints Gabrāns with his work "Paramirrors". The Latvian pavilion is in the historical centre of Venice at Scuoletta di San Giovanni Battista e del SS Sacramento, Campo Bandiera e Moro, Castello 3811/B.

In his working method artist Gints Gabrāns (1970), has combined the practice of art and science, mysticism and the esoteric in a unified, integral whole. His works direct us to the Energy that expresses a person's inner essence, contrasting it with the opinion that identifies it with thinking, emotion and sensual perception. This transformation of psychic energy in Gabrāns' art is the way he approaches universal human and fundamental questions. We might say that the artist works on realising the impossible in the attempt to show the Invisible. In his works Gabrāns tries to remind viewers that what they see is exactly That. To understand the invisible one must look at the visible.

Gabrāns' exposition "Paramirrors" is concerned with the altered states of the consciousness brought about by light or to be more specific, the polarised light reflected by mirrors. As a location Venice is ideal for the association with mirrors because it is itself reflected in the waters and canals. Thus it seems only natural that Venice should be the birthplace of the smooth crystal mirror.

The "Paramirrors" exhibition is divided into several consecutive levels. The first level in the work "Mirror of Beauty" relates to the physiological effects of light. Using special filters, the mirror's reflected light is effective in the so-called therapeutic window in the light wave band (from 600 nm to 1400 nm), and the light reaches the dermis (the deepest layers of the skin) through the epidermis. This work at the level of cells improving the microcirculation of the skin rejuvenates facial skin and makes one more beautiful. In this work the physical properties of light have been aligned with the physical indicators in compliance with European certification of the light therapy method employed in beauty salons and clinics. The next level of the exposition is the level of form as seen in the work "Spatial Membrane". The exposition is completed by the level of an altered state of consciousness in the works "Parahypnosis" and „Parallel space. Psycholaser”.

The Latvian pavilion in Venice was made possible by the financial support of the State Culture Capital Foundation of Latvia ([www.kkf.lv](http://www.kkf.lv)) and the Riga City Council ([www.riga.lv](http://www.riga.lv)).

Technical solutions of the exhibition are provided by Neonita Decorative Light ([www.neonita.lv](http://www.neonita.lv)).

Project partners are Air Baltic ([www.airbaltic.lv](http://www.airbaltic.lv)), Arctic Paper Baltic States ([www.arcticpaper.com](http://www.arcticpaper.com)), Jelgava printing house ([www.jt.lv](http://www.jt.lv)), RIXC ([www.rixc.lv](http://www.rixc.lv)) and Baltic Multi Media - Pioneer ([www.pioneer.lv](http://www.pioneer.lv))

Informative support of the exhibition: Uksus ([www.uksus.net](http://www.uksus.net)), Kultūras Forums, Rīgas Laiks ([www.rigaslaiks.lv](http://www.rigaslaiks.lv))

The exposition in Venice has been organised by the Ministry of Culture of the Republic of Latvia ([www.km.gov.lv](http://www.km.gov.lv)), Full Service Event Agency *Pareizā Ķīmija (Right chemistry)*, Latvia and *Arte Communications*, Venice.

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