



# Pop, Pixels & Dollar Dreams

A Solo Show by Rushda Aarish

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Art Soch Contemporary — Curated by Mariam Hanif Khan

132-Y Block, Phase 3, DHA

# Artist's Statement

Rushda embodies the essence of diasporic identity as a visual artist, intricately weaving together the rich cultural tapestries and commonalities—yet differences, between Pakistan and the United Kingdom. Her artistic practice transcends mere representation, exploring the profound interplay between tradition and modernity through multimedia and photographic works. Engaging with both lens-based compositions and the spontaneity of camera-less techniques, Rushda's work serves as a reflective exploration of temporal and spatial dimensions. It constitutes a philosophical inquiry into the nature of perception, reality, and the fluidity of cultural narratives, artfully uniting the meticulous processes of darkroom craftsmanship with the innovative potential of digital technology. Her practice fosters a dialogue between heritage and modernity, yielding profoundly resonant works that delve into identity, culture, and themes of transformation.

In her solo exhibition, "Pop, Pixels & Dollar Dreams," at Art Soch Contemporary in Lahore, Pakistan (January 2024), Rushda explores dreamlike imagery from her childhood, influenced by the vibrant world of Western cartoons and storybooks, while intertwining it with images of royal symbols that signify possibility, escape, and transformation for many of her fellow countrymen and women.

Her work explores the challenges of migration and its impact on identity, revealing a life suspended between the nostalgia of Eastern traditions and the allure of Western ideals. The hybrid cartoon figures in her art symbolise cultural assimilation and the duality of existence for someone

# Artist's Bio

Rushda Aarish graduated from the National College of Arts (NCA) in Lahore in 2000 with an honours BFA in Visual Arts, specialising in printmaking. Her passion for exploring creative boundaries inspired her to pursue a Master's in Multimedia Arts at NCA, which she completed in 2003, focusing on lens-based creative practices. Over the years, Rushda has participated in selected group exhibitions across Pakistan and the UK and remains actively involved in various artistic endeavours.

In 2024, Rushda began an MA in Photography at Coventry University (UK). She further refined her approach to integrating the blend of analogue and digital immersive technologies with her theoretical concerns, which centre on women's roles in the 21st century, migration, and the nuanced perspectives of gender archetypes.



Desi Daisy, Archival Ink on Canvas, W40" x H 40", 1 A/P + Edition of 3



Navigator of Dreams, Archival Ink on Mirror, W18" x H 24", 1 A/P + Edition of 3





Merchant of Dreams, Archival Ink on Mirror, W18" x H 24", 1 A/P + Edition of 3



Sovereign of the Harvest, Archival Ink on Canvas, W36" x H36", 1 A/P + Edition of 5





The Regal Lamb of Plenty, Archival Ink on Canvas, W36" x H36", 1 A/P + Edition of 3





The Crowned Courier, Archival Ink on Canvas, W60" x H36", 1 A/P + Edition of 3



Mickey — The Opulent, Archival Ink on Canvas, W32" x H24", 1 A/P + Edition of 3



The Exotic Fruit Keeper, Archival Ink on Canvas, W36" x H24", 1 A/P + Edition of 3





The Adorned Predator, Archival Ink on Canvas, W24" x H24", 1 A/P + Edition of 3



Mick & Duck Decolonised, Archival Ink on Canvas, W20" x H28", 1 A/P + Edition of 3





The Majestic Feline, Archival Ink on Canvas, W24" x H 24", 1 A/P + Edition of 3





Guardian of the Moonlit Waters, Archival Ink on Canvas, W24" x H24", 1 A/P + Edition of 3



The Sacred Shepherd, Archival Ink on Canvas, W24" x H24", 1 A/P + Edition of 3





The Regal Watcher, Archival Ink on Canvas, W24" x H24", 1 A/P + Edition of 3





Nostalgic Realms, Archival Ink on Metal, W24" x H36", 1 A/P + Edition of 3



Geometrical One, Archival Ink on Metal, W11" x H11", 1 A/P + Edition of 3





Migrant Dreams, Archival Ink on Canvas, W36" x H36", 1 A/P + Edition of 3





The Hybrid, Archival Ink on Canvas, W36" x H36", 1 A/P + Edition of 3



Geometrical Two, Archival Ink on Metal, W11" x H11", 1 A/P + Edition of 3