

**EART: A Manifesto of Possibilities**

**THERE IS ART AND THERE IS EART:**

**RASHID RANA SUGGESTS A PHENOMENON OUTSIDE OF ART.**

**– AN MIF EXCLUSIVE.**

One of the world’s leading visual artists explores new ways of looking at the world in this enthralling new project. Rashid Rana has coined the term ‘EART’ to describe moments of self-expression beyond the arts: ways of thinking, being and acting creatively in real life.

An exhibition at the Dantzic Building in central Manchester explores how the concept of EART could be applied to a variety of everyday situations. It features new ideas with utopian aspirations that can still be realised in the form of a planet wide businesses, hence suggesting a change from within the system; ***MINUS*** *Glocal*, a concept store selling essential grocery items suggests the possibility of world without paid advertising; ***1001 Minds*** *Glocal,* a concept for a new social media app devised by Rana that provides structure for the democratisation of expression through social media, and ***Exit*** *Glocal*, a housing development that presents a new way of living that celebrates de-compartmentalisation of a various components of urban life as its primary focus. Audiences are invited to take away a copy of Rana’s manifesto.

Out of these three concepts that Rana is presenting, the ***MINUS*** *Glocal* grocery shop is physically realised in Manchester on 10 Hanover street. The subversively unbranded designs highlight the powerful role that branding plays in consumer choices. Through the shop, Rana aims to eliminate this power and save on publicity associated costs, transferring this benefit eventually to the consumer. The shop is envisioned as a long-term business model concept, that turn capitalism inside out and consumerism upside down.

Widely considered to be one of the leading artists of his generation in South Asia today, Rashid Rana, has exhibited extensively worldwide, and his work can be found in the collections of the British Museum, the Metropolitan Museum of Art and many other institutions worldwide.

**Listings:**

EART

Friday 2 – Sunday 18 July

Exhibition – Dantzic

Shop - Sparkle Street Project

Free, no ticket required

**ENDS**

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**NOTES TO EDITORS**

**About Manchester International Festival**

Manchester International Festival (MIF) is an artist-led festival of original, new work and special events reflecting the spectrum of performing arts, visual arts and popular culture. MIF21 takes place from 1 - 18 July 2021.

Staged every two years in Manchester, MIF has commissioned, produced and presented world premieres by artists including Marina Abramović, Damon Albarn, Laurie Anderson, Björk, Boris Charmatz, Jeremy Deller, Idris Elba and Kwame Kwei-Armah, Elbow, Philip Glass and Phelim McDermott, David Lynch, Wayne McGregor, Steve McQueen, Sharmeen Obaid-Chinoy, Yoko Ono, Thomas Ostermeier, Maxine Peake, Punchdrunk, Skepta, The xx, Robert Wilson and Zaha Hadid Architects.

These and other world-renowned artists from different art forms and backgrounds create dynamic, innovative and forward-thinking new work, staged in venues across Greater Manchester – from theatres, galleries and concert halls to railway depots, churches and car parks. MIF works closely with venues, festivals and other cultural organisations globally, whose financial and creative input helps to make many of these projects possible and ensures that work made at MIF goes on to be seen around the world.

MIF supports a year-round Creative Engagement programme, bringing opportunities for people from all backgrounds, ages and from all corners of the city to get involved during the Festival and year-round, as volunteers, as participants in shows, through skills development and a host of creative activities, such as Festival in My House.

MIF will also run The Factory, the new landmark cultural space currently being built in the heart of Manchester and designed by the internationally-renowned architect Ellen van Loon of Rem Koolhaas’ OMA. The Factory will commission, present and produce one of Europe’s most ambitious and adventurous year-round creative programmes, featuring bold new work from the world’s greatest artists and offering a space to create, invent and play.

Attracting up to 850,000 visitors annually, The Factory will add up to £1.1 billion to the economy over a decade and create up to 1,500 direct and indirect jobs. Its pioneering programme of skills, training and engagement will benefit local people and the next generation of creative talent from across the city, whilst apprenticeships and trainee schemes are already underway during the construction phase.

MIF’s Artistic Director and Chief Executive is John McGrath.

[mif.co.uk](https://mif.co.uk)