

# **Fresh Mart**

**Where Fresh is Always in Stock!**

The 'Fresh Mart' series delves into the manipulative power of language in modern consumerism, particularly through the misleading use of the word "Fresh." In today's supermarkets, "fresh" has become a buzzword plastered on items ranging from baked goods to dairy, regardless of whether the products truly embody that quality. The series captures the irony of branding processed items like donuts or bread as fresh, playing with the visual and conceptual dissonance between the label and the product's reality.

Each painting acts as a critique of how this language lures customers into a false sense of quality. The shiny packages and bright colors, often seen in supermarkets, mask the fact that many of these products have been sitting on shelves for days, or even weeks, and have been subject to industrial production processes. By highlighting this, the series questions the value of such words when they are stripped of their original meaning, becoming mere marketing tools.

For example, a painting of a loaf of bread wrapped in plastic, stamped with "Fresh" in bold lettering, invites viewers to reflect on how something packaged for long-term preservation can be considered fresh. Similarly, "fresh" bananas might be depicted with the telltale signs of refrigeration or industrial handling, bringing attention to the fact that their journey to the store may have taken days. The series reveals the illusion behind the label, emphasizing how supermarket branding exploits consumers' desire for quality and healthfulness.

Through exaggerated, often absurd, representations of these products, 'Fresh Mart' highlights the cognitive dissonance customers experience: they buy into the "fresh" label while subconsciously aware that these products are far from truly fresh. The series forces viewers to confront how easily they are influenced by the packaging and marketing of everyday items, offering a critical commentary on the commodification of natural, wholesome concepts in an industrialized world.

Buzzwords like "Fresh, Organic, Natural, Pure, Farm-raised, Locally-sourced, No additives, Low-fat, Sugar-free, Free-range, and Sustainably sourced" often create a false perception of health and quality. Frequently used for marketing, these terms may not accurately reflect the product's true health benefits and can be misleading, masking processed or unhealthy ingredients.

# Fresh Mart

Where Fresh is Always in Stock!

Fresh Bagels



Fresh Farm Eggs



Fresh Donuts



Fresh Brew



Fresh Milk



Fresh Bread





Marwan Chamaa, "Fresh Bagels", 2024. acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)



Marwan Chamaa, "Fresh Bread", 2024, acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)



Marwan Chamaa, "Fresh Brew", 2024, acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)



Marwan Chamaa, "Fresh Donuts", 2024, acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)



Marwan Chamaa, "Fresh Eggs", 2024, acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)





Marwan Chamaa, "Fresh Milk", 2024, acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)



Marwan Chamaa, "Fresh Bananas", 2024, acrylic on canvas, 60.96 x 60.96 cm (24 x 24 inch)



Marwan Chamaa's life and eclectic, versatile art career embody a unique blend of artistic vision and cultural diversity. His multifaceted approach to art is unsurprising, considering Chamaa's multicultural upbringing and cosmopolitan life. He lived in Beirut, Munich, New York, and Washington, D.C., where the artist currently resides and works.

*The Dalloul Art Foundation*

### Selected exhibitions:

- L'Association Libano-Allemande pour la Promotion de la Culture, Kaslik, Lebanon, January 1991
  - Le Thé Art Café, Beirut, Lebanon, May 1991
  - Galerie Tanit, Beirut, Lebanon, May 2013
  - Beirut Art Fair, Beirut, Lebanon, September 2013
- Bel-Air Fine Art Gallery, Geneva, Switzerland December 2013
- Bel-Air Fine Art Gallery Gstaad, Switzerland, December 2013
  - Bel-Air Fine Art Gallery, St. Tropez, France, April 2014
  - Galerie Des Lices, St. Tropez, France, May 2014
  - Beirut Art Fair, Beirut, Lebanon, September 2014
- Bel-Air Fine Art Gallery, Geneva, Switzerland February 2015
  - Paddle 8, New York City, USA, May 2015
  - Beirut Art Fair, Beirut, Lebanon, September 2015
- Opera Gallery, Dubai, United Arab Emirates, February 2016
  - Opera Gallery, Dubai, United Arab Emirates, April 2016
    - Tawlet, Beirut, Lebanon, June 2016
  - Bagatelle, Dubai, United Arab Emirates, December 2016
  - Mark Hachem Gallery, Beirut, Lebanon, February 2017
  - Opera Gallery, Dubai, United Arab Emirates, April 2017
    - Mark Hachem Gallery, Beirut, Lebanon, April 2017
    - Imago Mundi, the Benetton Foundation, April 2017
  - Mark Hachem Gallery, Beirut, Lebanon, September 2017
    - Beirut Art Fair, Beirut, Lebanon, September 2017
- Opera Gallery, Dubai, United Arab Emirates, October 2017
  - Paddle 8, New York City, USA, October 2017
  - Bagatelle, Dubai, United Arab Emirates, December 2017
  - Mark Hachem Gallery, Beirut, Lebanon, December 2017
- Cultural Narratives by Selections, Dubai, United Arab Emirates, February 2018
  - Mark Hachem Gallery, Beirut, Lebanon, April 2018
  - Opera Gallery, Dubai, United Arab Emirates, May 2018
  - Mark Hachem Gallery, Beirut, Lebanon, September 2018

- Borderless, Beirut, Lebanon, September 2018
- CAP, Cultural Narratives by Selections, Kuwait, October 2018
  - Mark Hachem Gallery, Beirut, Lebanon, November 2018
  - Mark Hachem Gallery, Beirut, Lebanon, February 2019
  - 72nd Festival de Cannes, Cannes, France, May 2019
  - Mark Hachem Gallery, Beirut, Lebanon, June 2019
  - Volta Art Fair 2019, Basel, Switzerland, June 2019
    - Art Factory, Beirut, Lebanon, June 2019
    - Electra Art Space, Athens, Greece, June 2019
    - Skoufa Gallery, Mykonos, Greece, July 2019
    - Rising Art Fair, Beirut, Lebanon, July 2019
    - Art Athina, Athens, Greece, September 2019
  - Beirut Art Fair, Beirut, Lebanon, September 2019
  - Mark Hachem Gallery, Beirut, Lebanon, August 2019
  - Mark Hachem Gallery, Beirut, Lebanon, December 2019
    - Skoufa Gallery, Athens, Greece, December 2019
  - Selections, “Glimpses” online, London, UK, June 2020
    - Skoufa Gallery, Athens, Greece, July 2020
- Mark Hachem Gallery, online on Artsy, Paris France, August 2020
- Vivendi Gallery, Scope Immersive VR Art Fair, September 2020
  - Showfields, online, New York City, USA, September 2020
  - Mark Hachem Gallery, Beirut, Lebanon, October 2020
  - Mark Hachem Gallery, Beirut, Lebanon, December 2020
  - Mark Hachem Gallery, Beirut, Lebanon, January 2021
- Selections Arts, Viewing Rooms “Portraiture in a contemporary world” online, Dubai, UAE, March 2021
  - Selections Arts, “The emerging artists show” online, Dubai, UAE, March 2021
    - Arthaus, Beirut, Lebanon, December 2021
- Jamin Puech x Marwan Chamaa collaboration, worldwide, May 2022
  - Kapopoulos Fine Arts Gallery, Athens, Greece, June 2022
  - I.C. Benefit Exhibition, online, October 2022

- I.C. Fundraising Exhibition, University Club, Washington DC, December 2022
  - Dubai Collection, Dubai UAE, December 2022
    - Arthaus, Beirut, Lebanon, May 2023
  - Mark Hachem Gallery, Beirut, Lebanon, May 2023
- Domus Art Gallery, Athens, Greece, Lebanon, June 2023
  - Art Scene Gallery, Beirut, Lebanon, July 2023
  - Mark Hachem Gallery, Beirut, Lebanon, August 2023
  - Art Scene Gallery, Beirut, Lebanon, September 2023
  - Mark Hachem Gallery, Beirut, Lebanon, October 2023
- Art Miami, Mark Hachem Gallery, Miami, U.S.A., December 2023
  - Art Scene Gallery, Beirut, Lebanon, December 2023
  - Mark Hachem Gallery, Beirut, Lebanon, January 2024
- I.C. Fundraising Auction, University Club, Washington DC, February 2024
- Gallery 44, “Dissent: Opposition in Contemporary Art” virtual, Washington DC, USA, February 2024
- AFDC, “aVENues of Connection and the Art of Francophone World”, Washington DC, USA, February 2024
  - Jamin Puech x Marwan Chamaa collaboration, worldwide, May 2024
    - Art Scene Gallery, Beirut, Lebanon, May 2024
- Dalloul Art Foundation, “Hope in an age of dystopia”, Beirut, Lebanon, May 2024
  - Art Scene Gallery, Beirut, Lebanon, August 2024
- Zazzy x Marwan Chamaa collaboration, Clarendon, VA., USA, September 2024
- I.L.M.A. Fundraising Auction, Bethesda Country Club, Bethesda, MA., USA, October 2024

Visit  
[www.MarwanChamaa.com](http://www.MarwanChamaa.com)  
for more details

Instagram: [www.instagram.com/marwan\\_chamaa](https://www.instagram.com/marwan_chamaa)  
Twitter: [www.twitter.com/marwan\\_chamaa](https://www.twitter.com/marwan_chamaa)  
Facebook: [www.facebook.com/Marwan.Chamaa.Art](https://www.facebook.com/Marwan.Chamaa.Art)  
Pinterest: [www.pinterest.com/marwanchamaa/marwan-chamaas-virtual-gallery/](https://www.pinterest.com/marwanchamaa/marwan-chamaas-virtual-gallery/)

All Rights Reserved. No part of this publication may be reproduced,  
stored in a retrieval system or transmitted, in any form by  
any means, electronic, mechanical, photocopying, recording or otherwise, without prior written  
permission of Marwan Chamaa

Text and illustrations copyright © 2024 Marwan Chamaa  
Design and layout copyright © 2024 Marwan Chamaa  
Photos copyright © 2024 Marwan Chamaa