

DIANA GHEORGHIU

Artist exploring the self care, new food and wellness industries.

I am a Romanian visual artist living and working in the Netherlands. My output comprises computer-generated characters which are framed within static images, videos, and installations. They are usually taking care of themselves in a detached manner, their bodies contorting, being deformed, and performing themselves. Their dissociated selves illustrate a form of personhood that has subsumed the body to a regimes of control in the face of an uncertain world. I use these computer-generated characters to explore the topics of self-care, new food, and the wellness industry. According to the World Health Organization, health is not defined as the absence of disease, but as a state of complete physical, mental and social well-being. It's no coincidence that the wellness industry has blossomed in the past 50 years, sculpted as it is by the economic mechanisms of neoliberalism and the subtle move from societal responsibility for one's health and wellbeing towards individual responsibility. The wellness industry brings together several economic sectors, among which: personal care, beauty and anti-aging, healthy eating, nutrition and weight loss, fitness and mind-body, the spa economy as well as workplace wellness. Overall, the wellness industry is said to be valued at around \$4.5 trillion globally, according to the Global Wellness Institute and data compiled in 2018. My work offers a critique of the pressure on the individual that wellness establishes. I believe that the pressure of choosing and safeguarding our health provokes a sense of guilt and anxiety. By focusing on our self-satisfaction, I think we end up in a situation where people feel constantly anxious, where bonds between people are broken down and any sense of solidarity is crushed. Throughout the years my artistic output has been shown in The Netherlands, USA, UK, Italy, and Romania. My work has been featured in i-D Netherlands, ALT Magazine, Glamour, and CUTRA. I've also been commissioned by De Correspondent and Platform BK to illustrate articles published on their website, and by Humanity House to create an exhibition with the occasion of the Netherlands being part of the UN Security Council in 2018. In 2022, among other, my work has been screened in Los Angeles, USA as part of the Companions in misfortunes event, it was featured in the online event "arebyte on screen" hosted by Arebyte London and in 2023 I participated in the Prospects 2023 exhibition, at the Van Nelle Fabriek, in Rotterdam.

WEBSITES

www.dianagheorghiu.com

SOCIAL MEDIA

www.instagram.com/diana_gheorghiu/

OPLEIDINGEN

2015 - Photography Den Haag, Koninklijke
2019 Academie van Beeldende Kunsten Diploma
behaald

2011 - 3D & Animation Course SAE Ams
2011

2010 - VJ Visual Production Course SAE Ams
2010

TENTOONSTELLINGEN

2024 The New Current Brutus Rotterdam,
Nederland
[Groep](#)
2023 Springboard Art Fair Werkspoorkathedraal

RECENSIES

2019 kunstenaar diana gheorghiu wil dat we
stoppen met streven naar perfectie
Magazine ID Nederland Amsterdam,
Nederland [i-](https://www.vice.com/nl/article/qv7n33/kunstenaar-)
[d.vice.com/nl/article/qv7n33/kunstenaar-](https://www.vice.com/nl/article/qv7n33/kunstenaar-)

	Utrecht, Nederland One-time-only art fair. Groep	diana-gheorghiu-wil-dat-we-stoppen-met-streven-naar-perfectie?fbclid=IwAR3sJiEOx2-a7VAgmCeesB2y7R2442nUjm1rTE0sMRca8CbcsPINv
2023	Things That Take Time Torch Gallery Amsterdam, Nederland Groep	Interview
2023	The Shortest Dream of the Year by Home Cinema MOOS Berlin Berlin, Duitsland Groep	
2023	The Wrong Biennale Groep	
2023	Prospects 2023 van Nelle Fabriek Rotterdam, Nederland Groep	
2022	Companions in misfortunes LA Artcore Los Angeles, Verenigde Staten Groep	
2022	Virtual Virality, Online Intimacy and Digital Detox Melkweg Expo Amsterdam, Nederland Groep	
2022	arebyte on screen Arebyte London London, Verenigd Koninkrijk aos.arebyte.com Groep	
2021	If it fools you, it is not fake Tetem Enschede, Nederland tetem.nl/event/sprintexpo-if-it-fools-you-it-is-not-fake/ Groep	
2021	Morning Routine with Kexin Hao & Diana Gheorghiu Pip Expo Den Haag, Nederland Duo	
2020	Untired Pulchri The Hague, Nederland Solo	
2020	Baitball 01 Polignano a Mare (Bari), Italië with Like A Little Disaster / Harlesden High Street Groep	
2019	Arty Party: Photography Exhibition #2 Melkweg Expo Amsterdam, Nederland Groep	
2019	Graduation Festival KABK The Hague, Nederland Groep	

PRIJZEN EN STIPENDIA

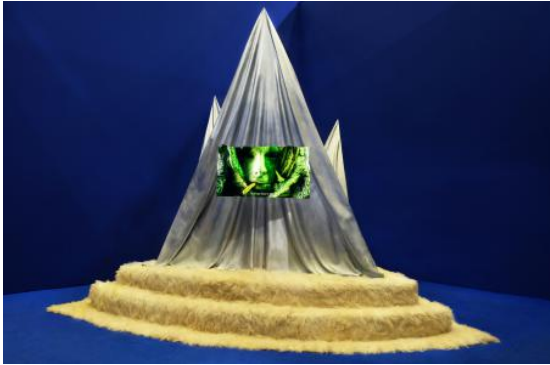
2021	Kunstenaar Start mondriaan fonds The Hague, Nederland
2021	(sinds 2004) Stroom, Den Haag The Hague, Nederland



You are light and cabbage, 2023
video sculpture, 300 cm x 250 cm x 250 cm



You are light and cabbage, 2023
video still



You are light and cabbage, 2023
video sculpture, 300 cm x 250 cm x 250 cm



Lucky charm to remove all your trauma, 2023
digital print, Various sizes



You are light and cabbage, 2023
video sculpture, 300 cm x 250 cm x 250 cm



Ice Bath, 2021
Digital print on polyester, 535 x 350 cm



Untired, 2021
UV print on aluminium, lamp, 60 x 75 cm



Super Confident, 2021
Uv print on acrylic, 240 x 100 cm, triptych



Lebedele, 2020



Lebedele, 2020