

## 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](http://www.dianagheorghiu.com)

### SOCIAL MEDIA

[www.instagram.com/diana\\_gheorghiu/](https://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 Werkspookathedraal

### 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
- 2023 Things That Take Time Torch Gallery  
Amsterdam, Nederland  
Groep
- 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](https://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/](https://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

[diana-gheorghiu-wil-dat-we-stoppen-met-streven-naar-perfectie?  
fbclid=IwAR3sJiEOx2-  
a7VAgmCeesB2y7R2442nUjm1rTE0sMRca8CbcsPINv](https://www.facebook.com/diana.gheorghiu.wil.dat.we.stoppen.met.streven.naar.perfectie/?fbclid=IwAR3sJiEOx2-a7VAgmCeesB2y7R2442nUjm1rTE0sMRca8CbcsPINv)  
Interview

## PRIJZEN EN STIPENDIA

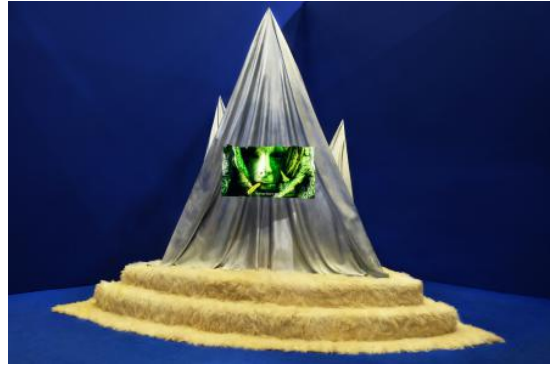
- 2021 Kunstenaar Start mondriaan fonds The  
Hague, Nederland
- 2021 (sinds 2004) Stroom, Den Haag The  
Hague, Nederland



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



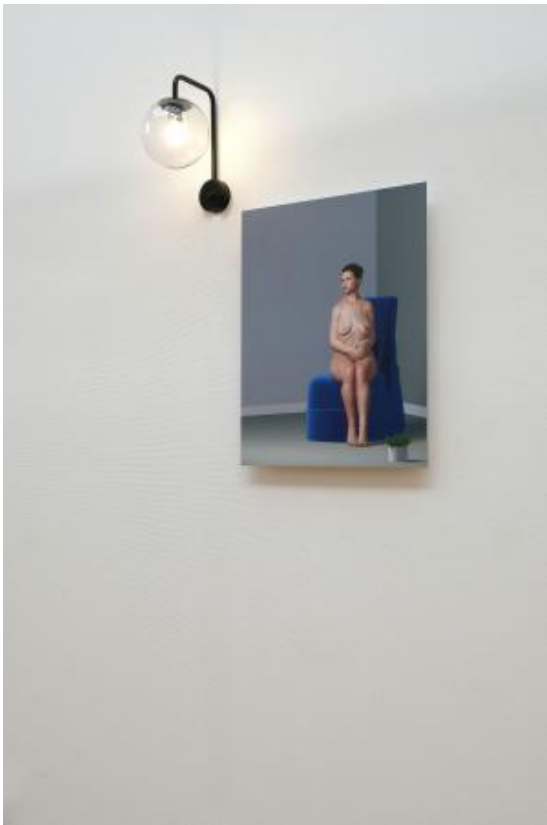
Lucky charm to remove all your trauma, 2023  
digital print, Various sizes



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