



Exhibition Catalogue



“Lost Postcards”

A solo exhibition by **Isaac Cordal**

26th July - 15th September 2024



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A solo exhibition by **Isaac Cordal**

26th July - 15th September 2024
ZACH Studio
35 Lebuh Melayu,
10300 George Town, Penang

“Our evolution as a species has been intermittently linked to this trail of barbarism that we leave at every step.” explains artist Isaac Cordal about the premise of progress dictated by society.

For his solo exhibition, “*Lost Postcards*” Cordal pays close attention to the human condition and presents his perspective on overtourism through his signature miniature sculptures.

Using photography and sculptures, Cordal emphasises on the double - edged concept of mass tourism. He suggests that tourists are the most effective army in history, and at some point, we are all part of an immense mass that colonises the world. We change into our vacation clothes, just to be part of the machinery called tourism. We open our suitcases in remote places, look out the window and everything becomes an immense set. We stand in huge lines under the sun to confirm that what we see is real, and corresponds to the image described in travel guides. It fills us with vitality to observe that the passage of time and nature have not yet completely overcome the vestiges of the past, and for a moment, a halo of immortality is captured on our memory cards. The terrifying thing is that these places disappear as we visit them.

“Tourism is the finished form of war”- Mark Augé

Raising questions of gentrification, he addresses the aftermath of overtourism with his classic stereotypical sculpted character: a middle-aged, bald, uniformed man in a grey suit. This recurring character first made its debut in his ongoing nomadic project entitled, “*Cement Eclipses*”, where he depicts scenes of displacement and destruction with his sculptures and immortalises them through his photographs, preserving the crumbling idea of a modern world.

French philosopher Régis Debray describes it well with his reflection: “*They have taken off their helmet, but underneath their head is still colonial.*” We photograph compulsively and we collaborate so that cities become a theme park of globalisation, that is, that all places eventually become the same. Perhaps Cordal is a visitor from the future sent here to compare the parallels of how overtourism can disintegrate a community from the outside in, showing us that we live in a postcard that doesn’t actually exist.

For any enquiries don’t hesitate to contact us at hello@cultprint.co



Title: Follow The Leaders

Medium: Resin Polyurethane Sculpture painted with Acrylic in Cement Block

Dimensions: 125cm x 157cm x 69cm

Year: 2024



Title: Adam

Medium: Resin Polyurethane Sculpture painted with Acrylic in Found Object

Dimensions: 23cm x 17cm x 10cm

Year: 2024



Title: Eve

Medium: Resin Polyurethane Sculpture painted with Acrylic in Found Object

Dimensions: 23cm x 17cm x 10cm

Year: 2024



Title: Broken Broker Bro

Medium: Resin Polyurethane Sculpture painted with Acrylic in Metal Cage and RM10 note

Dimensions: 49cm x 37cm x 37cm

Year: 2024



Title: The Office

Medium: Resin Polyurethane Sculpture painted with Acrylic in Metal Cage

Dimensions: 31cm x 28cm x 38cm

Year: 2024

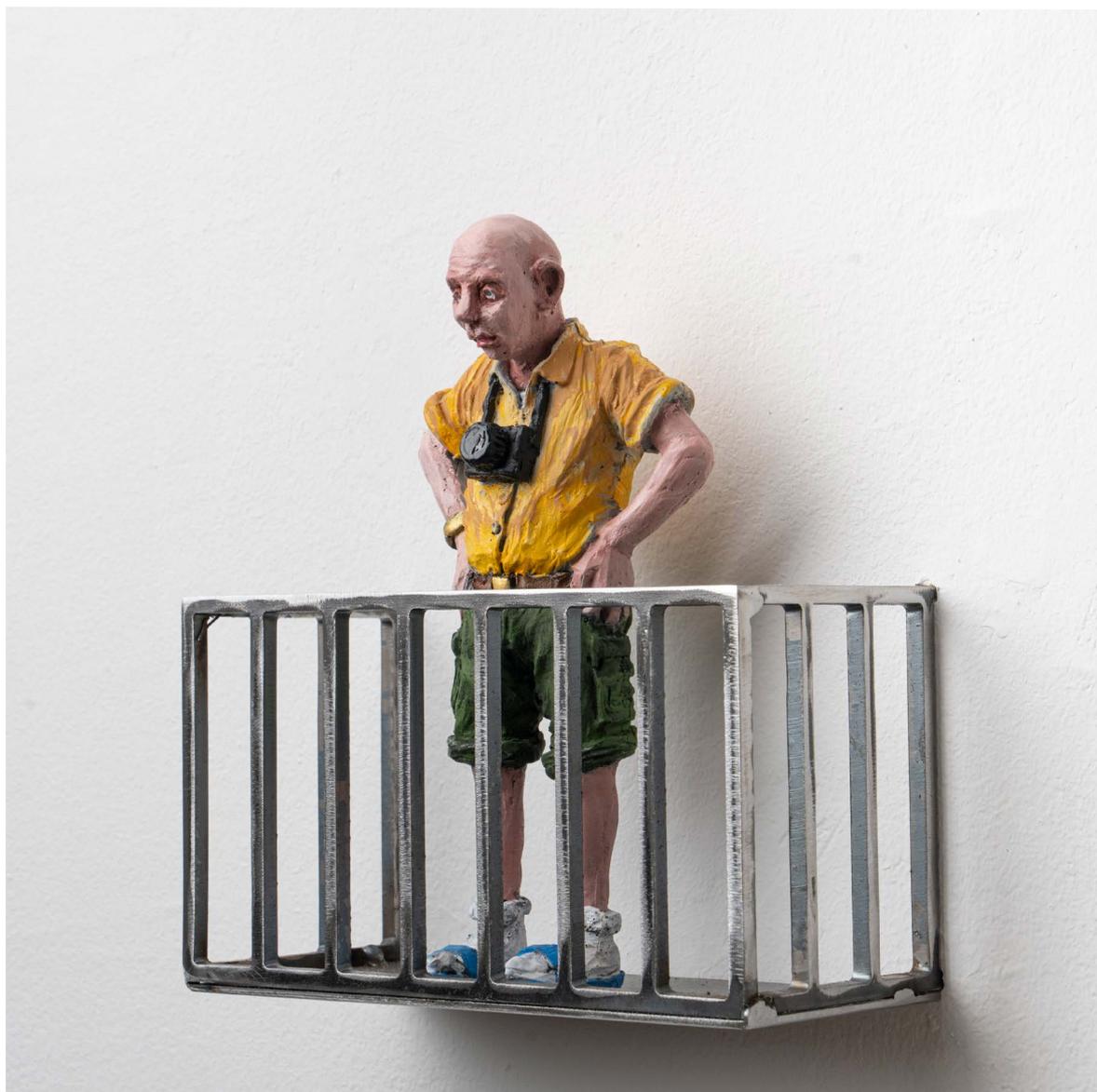


Title: Mental Reality

Medium: Resin Polyurethane Sculpture painted with Acrylic and Metal Balcony

Dimensions: 20cm x 18cm x 8cm

Year: 2024



Title: Tourist 1

Medium: Resin Polyurethane Sculpture painted with Acrylic and Metal Balcony

Dimensions: 20cm x 18cm x 8cm

Year: 2024



Title: Tourist 2

Medium: Resin Polyurethane Sculpture painted with Acrylic and Metal Balcony

Dimensions: 20cm x 18cm x 8cm

Year: 2024



Title: Tourist 3

Medium: Resin Polyurethane Sculpture painted with Acrylic and Metal Balcony

Dimensions: 20cm x 18cm x 8cm

Year: 2024



Title: inFLUencer

Medium: Resin Polyurethane Sculpture painted with Acrylic and Face Mask

Dimensions: 30cm x 20cm x 10cm

Year: 2024



Artists: Isaac Cordal x Ernest Zacharevic

Title: Art Collector

Medium: Resin Polyurethane Sculpture painted with Acrylic and miniature painting

Dimensions: 10cm x 23cm x 5cm

Year: 2024



Title: Taz

Medium: Resin Polyurethane Sculpture painted with Acrylic and miniature painting

Dimensions: 10cm x 23cm x 5cm

Year: 2024



Title: Lost Postcard
Medium: Archival Pigment Print on German Etching
Location: Penang, Malaysia
Dimensions: 61cm x 91cm
Year: 2024
Edition: 3



Title: Airbnb

Medium: Archival Pigment Print on German Etching

Location: Penang, Malaysia

Dimensions: 61cm x 91cm

Year: 2024

Edition: 3



Title: Survivor

Medium: Archival Pigment Print on German Etching

Location: Penang, Malaysia

Dimensions: 50cm x 70cm

Year: 2024

Edition: 3



Title: Follow The Leaders
Medium: Archival Pigment Print on German Etching
Location: Penang, Malaysia
Dimensions: 50cm x 70cm
Year: 2024
Edition: 3



Title: Abandoned Tourist
Medium: Archival Pigment Print on German Etching
Location: Hanoi, Vietnam
Dimensions: 50cm x 70cm
Year: 2016



Title: Slowly Sinking
Medium: Archival Pigment Print on German Etching
Location: Montreal, Canada
Dimensions: 50cm x 70cm
Year: 2019



Title: Abandoned Tourist
Medium: Archival Pigment Print on German Etching
Location: Hanoi, Vietnam
Dimensions: 40cm x 50cm
Year: 2016



Title: inFLUencer

Medium: Archival Pigment Print on German Etching

Location: Penang, Malaysia

Dimensions: 40cm x 50cm

Year: 2024

Edition: 10



Title: Mimetism

Medium: Archival Pigment Print on German Etching

Location: Penang, Malaysia

Dimensions: 40cm x 50cm

Year: 2024

Edition: 10



Title: Abandoned Tourist
Medium: Archival Pigment Print on German Etching
Location: Hanoi, Vietnam
Dimensions: 40cm x 50cm
Year: 2016



Title: Real Estate

Medium: Archival Pigment Print on German Etching

Location: Medan, Indonesia

Dimensions: 30cm x 40cm

Year: 2017

Edition: 10



Title: Ecocide

Medium: Archival Pigment Print on German Etching

Location: New York, USA

Dimensions: 30cm x 40cm

Year: 2019



Title: Metaverse
Medium: Archival Pigment Print on German Etching
Location: New York, USA
Dimensions: 30cm x 40cm
Year: 2019



Title: Failing in Love
Medium: Archival Pigment Print on German Etching
Location: Penang, Malaysia
Dimensions: 30cm x 40cm
Year: 2024
Edition: 10



Title: Follow The Leaders
Medium: Archival Pigment Print on German Etching
Location: New York, USA
Dimensions: 30cm x 40cm
Year: 2013



Title: Augmented Reality
Medium: Archival Pigment Print on German Etching
Location: Penang, Malaysia
Dimensions: 30cm x 40cm
Year: 2024
Edition: 10



Title: Splash and Burn
Medium: Archival Pigment Print on German Etching
Location: Medan, Indonesia
Dimensions: 30cm x 40cm
Year: 2017
Edition: 10