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# Natalia Kapchuk: *The Lost Planet*

*ME Dubai Hotel hosts a collection of environmentally centered artworks by activist and eco-artist Natalia Kapchuk portraying the beauty of planet Earth juxtaposed to the far-reaching consequences of human-induced climate change*

**20 FEBRUARY 2023, DUBAI, UAE** — From March 4th to May 1st, 2023, an architectural wonder within the United Arab Emirates, the **ME Dubai Hotel**, designed by the late **Zaha Hadid**, hosts a collection of celebrated works by London-based artist, environmentalist, and philanthropist **Natalia Kapchuk** for an upcoming solo exhibition. In collaboration with Art|Kōrero, JP Art Advisory, and FprBuro Communications Agency, the display features over twenty mixed-media creations as well as digital and AR installations by **Kapchuk** within the hotel's newly dedicated gallery space, overlooking the hotel's central atrium. The solo exhibition highlights the artist's captivating designs and her use of various materials, exceptional techniques, and an eco-friendly approach, touching on powerful subject matter regarding our precious planet.



The Lost Planet series, 2019  
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Courtesy of the artist

Artist **Natalia Kapchuk**

More than twenty large-scale artworks and installations form the centerpiece of the exhibition. Since its inauguration in early 2019, **The Lost Planet** series is now home to over forty environmentally-centered contemporary works as the series continues to grow, fanning the artistic mission of artist **Natalia Kapchuk** and her portrayal of our current world. Garnering inspiration from the expanses of the Sahara desert or the mounds of plastic littering the Pacific Ocean, for example, each artwork focuses on the innate beauty

of nature, either in its entirety or shrouded in the consequences of climate change and human activity.

In their creation, artist **Natalia Kapchuk** found it essential to implement eco-friendly applications to her physical art pieces, incorporating elements like reclaimed wood, up-cycled plastics, and plant-based techniques and materials. Such intent reflects the global need for exercising safe alternative approaches to common yet destructive practices to thwart ecological decline. Moreover, to contrast naturally resourced and industrial materials, the artist utilizes mediums such as tree bark, sand, stones, and fermented moss with polymers, resi-crete, gilding, metal chips, and more. Pushing her artistic approach further, the artist works with fiberglass construction, LED lighting, and digital and augmented designs, continually developing her signature style.

Among the many works featured, the artist selected pieces like *Ocean's DNA* (2019), constructed using a unique layering technique that combines plant-based resins with various natural materials such as fermented moss and repurposed sand from the coastline of the Maldives. Another featured artwork praised as the most extensive piece in *The Lost Planet* series is an installation dedicated to the plague of plastic pollution. Based on the Great Pacific Garbage Patch, *GPGP. Fragment N°98203* (2020) is a collection of marine debris the artist harvested from the ocean, overtaking the artwork and obscuring the beauty that lies beneath it.



Left: *Oceans' DNA* (2019) Right: *GPGP. Fragment N°98203* (2020) by Artist **Natalia Kapchuk**

As the current climate crisis ravages on, the message of environmental awareness and sustainability is needed now more than ever. For artist **Natalia Kapchuk**, this sentiment takes center stage as her passion for creating captivating works of art lies beyond a mere means of expression but as an opportunity to make a difference. **Natalia Kapchuk's** environmentally centered mixed-media artworks exemplify the unbridled beauty of our planet juxtaposed to the destructive forces of human activity and its impacts on our majestic lands and oceans.

*"Of the many things I hold dear, the arts and Mother Earth take up a large portion. When I think of our home here on this planet, I worry about the irreversible damage humanity has caused and what that means for its inhabitants and future generations. To bring light to such heartbreaking issues and to spread awareness of the growing concerns facing our planet, I use the power of my art to illuminate the worsening environmental crises while encouraging self-accountability and collective actions, instilling hope for a brighter future."*

—Artist, **Natalia Kapchuk**

Artist **Natalia Kapchuk** is an ambassador at both The Parliamentary Society of Arts, Fashion and Sports (UK) and the Better World Fund (BWF), as well as a philanthropist supporting charities and organizations dedicated to protecting the world. Before creating her works, **Kapchuk** undergoes extensive research on various topics related to global warming, ocean plastic and pollution, and other destructive impacts. Absorbing such information, the artist urges humanity to shift attention toward environmental protections and the conservation of natural resources and less on greed and consumption.

Since its debut back in 2019 at the **Unit X** art space in London, England, **The Lost Planet** series by artist **Natalia Kapchuk** has traveled to countless locations like renowned **Château de Crémant** in Nice, France, and the **Czong Institute for Contemporary Art** in South Korea, spreading its message of environmental awareness, protection, and appreciation for public resonance.

Now, back in Dubai since its appearance at this year's **World Expo** and other group events, **The Lost Planet** installation returns to the UAE for a solo exhibition at the breathtaking **ME Dubai Hotel**. The stunning architectural structure and boutique-like interior are the designs of Iraqi British architect **Zaha Hadid**. The awe-inspiring atrium and curved sculptural balconies pair well with the mesmerizing works of artist **Natalia Kapchuk** as their vibrant hues and striking designs adorn the space.

Not only visually complimentary, artist **Natalia Kapchuk**'s series, ***The Lost Planet***, echoes the commitment of **ME Dubai** and **Meliá** properties which was recently named the Most Sustainable Hotel Company in the world by the **SAM Corporate Sustainability Assessment**. The coveted title is for the company's dedication to fostering change and implementing initiatives that positively impact local communities, society, and the environment. Such initiatives include **ME Dubai's** zero-plastic policy, a rigorous waste management program, energy-saving initiatives across lighting and climate control, strict recycling procedures, and much more. Such actions are passionately championed by artist **Natalia Kapchuk** and geared toward individuals, companies, and governments alike in making the necessary sustainable shifts to welcome new habits and practices that support a progressive society without damaging our collective home here on Earth.

**Stefan Viard**, general manager of **ME Dubai**, spoke candidly, expressing:

***"Sustainability is an intrinsic part of our business, and as a property that is part of the most sustainable hotel company in the world it's important for us to demonstrate ME Dubai's commitment to a long-term goal. We understand that travel and tourism are key drivers for social and economic development in the UAE, and we are committed to contributing positive impact through our initiatives."***

The exhibition will run from the 4<sup>th</sup> of March to the 1<sup>st</sup> of May 2023.

Material provided by the press office of **Natalia Kapchuk** at **FprBuro Communications Agency**.

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### **Editors Notes**

**Natalia Kapchuk** is an environmentally focused contemporary artist dually-based in London, UK and Dubai, UAE. She composes her works using a combination of different media or materials, highlighting key ecological issues, and the global effects caused by human pollution; emphasizing the importance of environmental protections. Kapchuk's main point of focus is all life on this planet, the biodiversity it holds, various ecosystems, and the vast expanses of our beloved Oceans. In a constant search for new means of expression, the artist experiments with a variety of unique mediums such as resi-crete, reclaimed woods and plastic, metallic grit, natural stones and crystals, diamond dust, gold leaf etc. Kapchuk has a Bachelor's degree from Ural State University, Russia in International Relations. She studied art at Central Saint Martins College of Art and Design in 2017 followed by The Chelsea College of Arts in London, UK. Natalia Kapchuk is an ambassador at *The Parliamentary Society of Arts, Fashion and Sports (UK)*, as well as, an ambassador for the *Better World Fund (BWF)*.

Her works have been included in many group exhibitions like: *Anima Mundi International Art Festival*, Venice (2019); *London Contemporary*, The Line Gallery, London (2019); *Submergence*, Jack Straw Cultural Center, Seattle (2021); and such digital projects as *Emerging Scene Art Prize*, Dubai and Abu Dhabi (2021); the Czong Institute for Contemporary Art (2022); Château de Crémat, Nice (2022);

Official website: <https://kapchukart.com>



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