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35 Lebuh Melayu, 10300 George Town, Penang

Press Release for Immediate Release



Miniature sculpture on Lebuh Campbell 2024, photos courtesy of artist Isaac Cordal

“Lost Postcards”

A solo exhibition by **ISAAC CORDAL**

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

Opening Reception 26th July 6pm | Artist talk at 7pm

ZACH STUDIO and CULTPRINT are excited to present “Lost Postcards” a solo exhibition by Spanish artist Isaac Cordal taking place the 26th of July through the 15th of September. This exhibition explores the many nuances and aftermath of mass tourism through his signature sculptures and photographs.

No stranger to George Town, Isaac Cordal returns to the city to showcase a new body of work since his last visit in 2017. Known for his public installations through miniature sculptures which capture the public through profound themes. Cordal pays close attention to the human condition and interprets his perspective of over tourism through this exhibition.

“Our evolution as a species has been intermittently linked to this trail of barbarism that we leave at every step.” explains Isaac Cordal about the premise of progress dictated by society. He suggests that tourists are the most effective army in history, and at some point, all of us have belonged to it. We have participated in the slow demolition of tourism, slowly turning cities into a theme park of globalization, eventually causing places to lose their identity and even native residents to leave their own cities.



Photos courtesy of artist Isaac Cordal 2024

Humor and irony are a big part of Isaacs work. 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 immortalizes them through his photographs, preserving the crumbling idea of a modern world.

The show will take place at ZACH Studio, a new hub for contemporary art in George Town. A print collaboration with Cultprint will also be debuted in conjunction with the solo exhibition.

"Lost Postcards" opens the 26th of July with an opening reception at 6pm. Open to the public.



Isaac Cordal 2024 shot in Penang by Antoine Loncle

About the Artist

Isaac Cordal is an artist known for his street sculptures, photographs and public art installations. Born in 1974 in Pontevedra, Spain, he graduated with a degree in fine arts at the University of Vigo. Cordal first gained recognition for his distinctively poignant sculptures found in urban spaces. These sculptures showcase the human condition within our society, using the surroundings to further the vision of his sculptures. Cordal's work has been marked by the places where he's lived, such as London and Brussels. He currently lives in Bilbao, Spain.

About ZACH Studio

ZACH Studio is a new hub for contemporary art in George Town, Penang. Nestled in the heart of the historic city, it serves as both studio space for artist Ernest Zacharevic, a gallery and the headquarters of printmaking collective Cultprint.

The space aims to have residency programs, gather a community of creatives for ideas exchange and have a line up of events and exhibitions for the public.

ZACH Studio,
35 Lebu Melayu,
10300 George Town, Penang

Opening Hours

Friday - Sunday 12pm - 7pm

For appointments please call +601116089935

For those interested in acquiring a catalogue of available works please email hello@cultprint.co