



Press Release

Marrakech, September 11, 2025

PARABOLES, A HERTZIAN ODYSSEY: A SOLO EXHIBITION BY HIBA BADDOU IN THE ARTIST ROOM AT MACAAL IN COLLABORATION WITH THE FRENCH INSTITUTE OF MOROCCO, MARRAKECH

The Museum of African Contemporary Art Al Maaden (MACAAL), in collaboration with The French Institute of Morocco, is pleased to present *Paraboles, A Hertzian Odyssey*, a solo exhibition by Moroccan artist Hiba Baddou. The exhibition is a sensitive and poetic exploration of the images that shape our desires for elsewhere, on view from September 12 to December 7, 2025.



Image from the film *Paraboles: The Sacralization of Images*.

Through a **short film, photographs, calligraphies, and installations**, Hiba Baddou transforms the Artist Room into a **laboratory of perception and imagination**.

The exhibition questions our relationship with digital flows, reinvented traditions, and ordinary gestures that carry a collective memory. Here, a couscoussier becomes an antenna; there, an installation captures invisible waves: each work invites us to **slow down, observe, and feel**.

In this exhibition, Hiba Baddou explores how the horizontality of the digital world has replaced the vertical bonds that once connected us to the sensible and the spiritual. Through a **short film, photographs, calligraphies, and installations**, the artist highlights the dissolution of our traditional bearings. The satellite dish, a central motif in her work, becomes a powerful symbol of diverted transcendence, **where the reception of images and signals from elsewhere reshapes our relationship with the world**.

The exhibition reveals how objects are reconfigured by this new reality. With installations such as **Kesskass**, where a couscoussier is transformed into an antenna, Hiba Baddou illustrates the tension between technological modernisation and cultural roots. An object of sharing, bearer of ancestral memory, becomes a relay for distant images, subtly questioning the digital colonisation of our intimacy.



Portrait of Hiba Baddou © Leo Geoffrion.



Portrait of Hiba Baddou © Leo Geoffrion.

By hosting this exhibition, MACAAL reaffirms its mission: making contemporary African art accessible to all and creating a space of dialogue between cultural heritage, modernity, and global issues. *Paraboles, A Hertzian Odyssey* is a proposition of poetic resistance. Faced with an overabundance of information, the artist elevates imagination as a tool for emancipation. She invites visitors into an alternative mental space, where it is possible to reclaim one's identity and redefine freedom.

PRACTICAL INFORMATION

Exhibition: ***Paraboles, A Hertzian Odyssey***

Artist: **Hiba Baddou**

Venue: **Artist Room, Museum of African Contemporary Art Al Maaden (MACAAL), Marrakech**

Dates: **September 12 – December 7, 2025**

Access: **Open to all**

MACAAL Website: www.macaal.org

The French Institute of Morocco Website : <https://if-maroc.org/>

ABOUT THE ARTIST

Hiba Baddou (born in 1997 in Rabat) is a Moroccan multidisciplinary artist. She trained at EICAR in Paris, where she won awards for her film direction and photography, and went on to pursue a master's degree in artistic direction at Penninghen. Her work explores identity, rituals, and languages through a retro-futurist aesthetic infused with Moroccan culture. She is particularly known for her project *Paraboles* (2024), a multimedia work awarded by the Saatchi Gallery and presented at the Dakar Biennale, which interrogates the impact of images on immigration and post-colonial identities. Alongside her exhibitions, she collaborates as an artistic director with musicians such as David August, Manu Chao, and Amadou & Mariam, and is developing research around painting, performance, and an "imaginary alphabet" inspired by hertzian waves.

ABOUT MACAAL

The Museum of African Contemporary Art Al Maaden (MACAAL) in Marrakech is an independent, not-for-profit contemporary art museum. One of the first of its kind on the continent, MACAAL is dedicated to the promotion of African art through its diverse exhibition and education programmes, cultivating the interest of a wide audience base. The museum nurtures an understanding of contemporary art from Africa through collecting and exhibiting established and emerging artists, highlighting the creative energy and cultural diversity found across the continent. MACAAL showcases art from Morocco and its neighbouring countries across a range of media. In addition to the permanent collection, its temporary exhibition programme focuses on art which engages in a dialogue with the continent, including African and international artists.

ABOUT THE ARTIST ROOM

The Artist Room is a space at MACAAL dedicated to temporary exhibitions, either solo or group shows. This space hosts contemporary artistic proposals and explores the links between art and disciplines such as craftsmanship, design, or performance.

ABOUT THE FRENCH INSTITUTE OF MOROCCO

The French Institute of Morocco is a unique platform for dialogue between France and Morocco in the fields of culture and knowledge. As the largest French institute in the world, it is a pillar of the relationship between the two countries. It serves all audiences and is active in education, mobility, cooperation, and cultural dissemination with a constant demand for quality.

The French Institute of Morocco:

- provides French language training and certification.
- supports student mobility.
- supports book and reading policies with 12 media libraries.
- develops university, scientific, educational, and cultural cooperation between France and Morocco.
- designs and implements cultural mediation actions around artistic creation.
- organizes a rich and varied cultural and audiovisual program.
- hosts artists in residence.



View of MACAAL exterior © Omar Tajmouati