

Ariel Helyes is an artist based in London. His multidisciplinary practice questions how creativity functions in contemporary society, focusing on the creative industries and situations that mark the dysfunctional binaries of public and private life.

Often playfully simple and navigating between ephemerality and laborious production, his work can also be read as an exploration of permanence and value. He evokes scenarios in which social imagination is staged, such as voting or commercials, while investigating how the public image of a creative life is represented for artist and creators.

These relationships, their numerous reversals, and interactions form the point of departure for a satirical language of objects and videos, which represent the urge of a better understanding of the concepts and powers in society underpinning that of creativity: such as idleness and freeness, the opposition of artistic and commercial work, and the social independency of artists.

Ariel Helyes was born in 1992 in Budapest. He earned his MA in painting at the Royal College of Art in 2020. He is part of the conceptual design collective Declined & Deceased. Recent shows include: Serving the People, New York, Fold Gallery, London, Fitzrovia Gallery, London and Tête, Berlin.

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