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CULT OF DIVA, 2012

The human imagination has always been fascinated and enchanted by the cult of beauty. It's as far as from Byzantine, Greek and Roman times that the myth about the divine and supernatural beings characterized by distinctive qualities and exceptional talents has been elevated on higher foundation levels. Various stories and legends would beautify these deities creating thus a distant world from the present one and enunciating through its message universal values as well. Glamour, extravagance and prominent sensibility created the ground for universal worship, reminiscent of today's much admired celebrities, movie stars worthy of worship for their outstanding qualities and talents which defined them as Divas. The word and concept of the Diva originated on the opera stage and primarily refers to a woman of exceptional talent in the world of Opera. However, this concept quickly spread to other branches of Arts such as theatre, film and pop music. The classic sense of the word is associated with cinema, while the term Diva was originally a Latin word meaning Goddess and symbolizes the female Deity.

Diva = female deity, Divine, Divinity.

The first associations that usually come to mind related to the concept of Diva are: elegance, sophisticated, magnificent, superb, stunning, classy, dignified nobility and style, refinement and charm and supreme; we could go on with the list of attributes which could easily be associated with the cult of worship of some mythical deity. Some of the Divas were private persons, shrouded in mysticism, some of them were extroverted, but the common point what made them Divas is associated with such notions as gracefulness and sublime.

The inspiration for this exhibition are world's famous Divas active on the scene in different periods of time and the intention is to determine the permanent characteristics that follow each and every Diva on her path to become the symbol of beauty as well as those fragments that represent the individual characteristics in each Diva.

Diva is seen as a strong, charismatic woman equal to a ruler (Cleopatra for example) and therefore personifies a number of properties associated to the kind of worship and respect related to rulers. The question is: could we consider Karolina Riječka (Caroline of Rijeka) a Diva? Her beauty has been worshiped throughout history and, as the legend says, it served as a tool to save the city of Rijeka and preservation of its integrity. Legends spread the word about the admiration for her beauty, personality and charisma as well.

With „Cult of Diva“ exhibition we also tried to analyse the internal struggle of the public person in relation to the public opinion and public criticism. Diva represents an absolute notion. A charismatic person characterized by divine qualities. Absolute and unmistakable in her public role, however in conflict with her fragile private, internal world.

We tried to reflect this conflict in many ways. First of all there is the symbolism of the mirror in relation to that conflict, displaying multilayered personalities of the same face, reflecting that way, within associative connotations, all of the contradictory tendencies and all of the different moods of the person.

The exhibition examines and reveals beauty as an absolute value. Arts and beauty as the most sublime ideals.

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