

## Introduction

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Ahmad Nadalian is an Iranian artist who I first met at an international artist conference in South Korea and who works in the areas of environmental and social art. This short introduction serves to introduce the key points of the philosophy behind his work. His ambition is to deepen an understanding of his everyday surroundings and open a new window onto the world. In so doing, he intends to establish a link between art, ecological education and the wider order of the universe.

The themes expressed in his work reveal a deep sensitivity to, and inspiration from, the environment in which he lives. His art often responds to the lack of respect that people show towards the environment and the ecological impact that results from such behaviour. Such natural and social environments frequently form the platforms on which his work is presented.

His belief is that art is not just a matter of individual creativity, rather it is a dialogue with people from the present, past and future time. His practice may involve working with a group, as he finds that the most positive results can be achieved through community collaboration. This provides a richness of engagement that goes beyond the vision of the individual.

To promote his work, he uses a wide range of media, from photography, text, video and installation. The capacity of new media, and the presentation of his art works using the internet allows him to promote his work to an international audience, far beyond the village where he lives. His website not only serves to introduce people to his work, it is a dynamic medium which conveys his ideas and art.

His work can range from being ancient in appearance, to being 'high tech'. On one hand, they can be solid or permanent whilst, on the other, they might be temporary or perceived through interactive digital technology in cyberspace. He has always been an artist who is interested in building bridges between the traditional and contemporary, between the social and environmental challenges of the local and the global.

The presence and activities of his Museum on Hormoz Island, encourages interaction between local people and tourists, bringing significant economic and cultural benefits. This began though recommending artists and tourists to stay in local houses and the practice has now spread all over the island. As a result, the concept of the Museum is not limited to a particular space, it has become a way of contributing to environmental sustainability, allowing the local community and guests to adopt a mutually beneficial way of living and working together.