



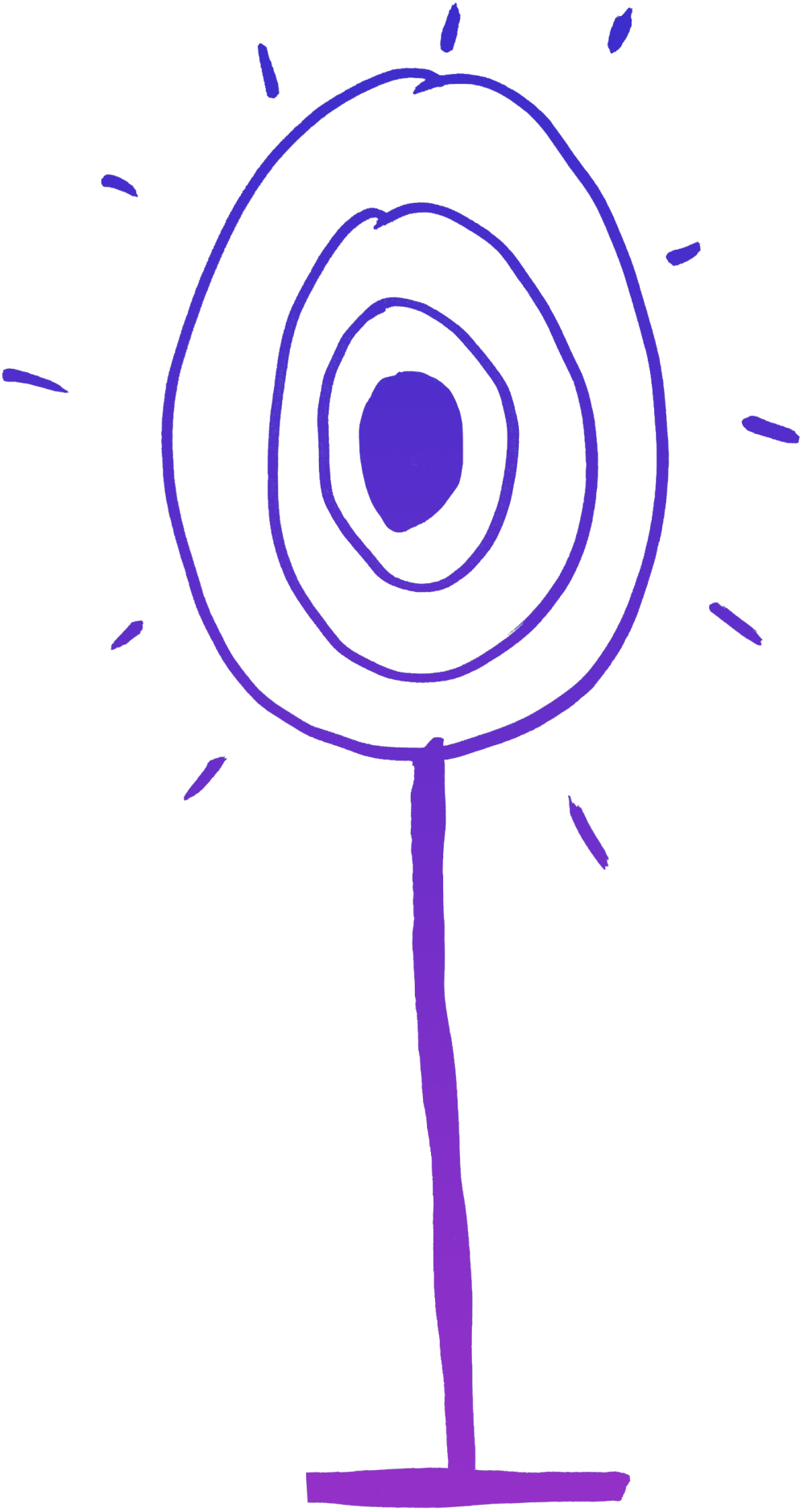
Driton Selmani
Eye to Eye
(2017)

Eye To Eye



Driton Selmani's installation, "Eye to Eye," is a striking testament to the power of symbolism and protection in public spaces. Taking the form of a colossal eye-shaped amulet, it transcends mere physical presence to safeguard not only Amsterdam but also its inhabitants, animals, and landscapes. Selmani ingeniously magnifies a familiar pop icon into a potent shield against malevolent forces, notably the evil eye. "Eye to Eye" acts as a beacon of hope and security, its watchful gaze offering reassurance to all who encounter it. By reimagining the eye motif, Selmani infuses the installation with a deep sense of guardianship, evoking ancient beliefs in amulets and talismans. Beyond its protective role, "Eye to Eye," becomes a poignant landmark, engaging viewers in a silent dialogue. Its unblinking stare prompts introspection, inviting individuals to confront their fears and desires, fostering a connection with their inner selves. Ultimately, The Eye is more than just a public artwork; it is a symbol of protection, introspection, and communal solidarity. As it watches over the cityscape, it serves as a reminder of humanity's resilience and the enduring power of art to inspire and uplift.

Driton Selmani



**“This luminous
all-seeing eye
in Amsterdam
hunts all evil
spirits away
for a moment”**

Creators - VICE





Driton Selmani — *Eye To Eye*, 2017
Steel tubes, LED lights, fiberglass plates, custom halo system,
Dimensions: 11 meters high, 3.5 meters wide
Installation view: Amsterdam Light Festival
Courtesy of the Artist & Light Art Collection ©
Image: Janus van den Eijnden

“All seeing
eyes, worm-
holes, and
slime molds at
amsterdam's
'existential' fes-
tival of lights”

DESIGNBOOM



Driton Selmani — *Eye To Eye*, 2017
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Dimensions: 11 meters high, 3.5 meters wide
Installation view: Amsterdam Light Festival
Courtesy of the Artist & Light Art Collection ©
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PRESS

Articles:

- <https://www.vice.com/nl/article/evab7z/dit-licht-gevende-aldiende-oog-in-amsterdam-jaagt-eventjes-alle-boze-geesten-weg>
- <https://www.designboom.com/design/amsterdam-festival-of-lights-2017-2018/>
- <https://www.theguardian.com/travel/2017/nov/28/ai-wei-wei-installation-thinline-amsterdam-light-festival-2017>
- <http://zeri.info/kultura/187946/a-jam-une-delja-e-zeze/>
- <https://www.koha.net/kulture/61256/vepra-e-artistit-driton-selmani-mbron-vizitoret-e-festivalit-ne-amsterdam/>
- <https://www.kultplus.com/arti-pamor/driton-selmani-syrin-e-kalter-ne-festivalin-e-drites-ne-amsterdam/>
- <http://kosovotwopointzero.com/en/driton-selmani-in-our-region-the-role-of-the-artist-is-to-try-to-touch-a-nerve/>
- <https://kunstkieken.nl/waterexpositie-amsterdam-light/>
- <https://theculturetrip.com/europe/the-netherlands/articles/amsterdam-light-festival-2017-launches-first-exhibition-on-land/>
- <https://www.google.com/amp/s/www.gazetaexpress.com/arte/-syri-i-artistit-kosovar-ne-amsterdam-largon-shpirtrat-e-keqij-477243/amp/%3farchi-ve=1>
- Riverside Delights, Arc Magazine, February/March 2018, www.arc-magazine.com
- <https://www.bright.nl/nieuws/artikel/3920171/7-high-lights-van-het-amsterdam-light-festival>
- <https://www.denederlanden.com/amsterdam-light-festival-kunstenars-2017-2018/>
- <https://www.bpdcultuurfonds.nl/projecten/projecten/amsterdam-light-festival>

Exhibiting Venues:

2017/2018 Amsterdam Light Festival

<https://amsterdamlightfestival.com/en/artworks/eye-to-eye>

2018/2019 Norrköping Light Festival

<http://norrkopingslightfestival.se/eye-to-eye/>



Courtesy: The Artist & Amsterdam Light Collection
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