

**Ahmed Sabry** was born in 1982 in Al-Minya, Egypt. He graduated from the faculty of Art Education from Helwan University in 2004 and currently works as a painter and video artist. Sabry has used media and digital image as a conceptual and visual source to his artistic career. The focus on popular culture and mass media language reached its peak in Ahmed Sabry's artworks. He benefited from the visual construction of the television and digital image and what it provides in terms of imposing contemporary formalism configurations due to their natural function. Whether through the rotoscoping technique, painting or digital manipulation, Sabry knew well how to deconstruct the taboos of sex, politics, power and "iconophilia". Using humor, he reproduces moving or still images to reveal areas of banality or clichés.