



# How to be Happy

Zenon Jepras

**Front Cover**  
**Sartre's Castle** (2019)  
oil on canvas  
125x148

# How to be Happy

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ALPHA C.K. ART GALLERY  
JUNE 2019



## How to be Happy

What makes you happy? This question has occupied moral philosophers for millennia. For so long in fact that the meaning of happiness has evolved along with the answers. From Aristotle's Eudaimonia, or the happiness of contentment through virtuous living, to Nietzsche and Sartre, who were nothing except what they achieved. Can you be happy without being good? Or is it just a straightforward hedonistic calculation: maximise pleasure; minimise pain. Should we increase the Self, or dissolve it away?

Either way, today it seems happiness has changed. We need to be seen to be happy. We want what other people want. The stampede for the ice-cream van begins with the thought of it running out. Is there enough? We need to be liked and seen to be liked, so we watch and like and take selfies. We are self-helped, self-improved and always self-aware, worried that nobody is watching us being happy. Winning, going out, working out, eating out, getting your nails done, having fun. Having enough. Being always self-observed requires constant self-presentation, which makes it difficult to be you. Happiness becomes a box-ticking construction of likes and dislikes, yesses and noes, ones and zeroes. Machine-readable then, algorithmically predictable sets of data-points that all our service providers from pleasure parks to politicians and other ice-cream sellers are happy to exploit.

Painters, unlike philosophers, can just tell a story or ask questions without worrying too much about the answers. And just losing your self in a picture about what it means to be human is reason enough to be happy.

Zenon Jepras.  
June 2019

**The Ice-Cream Seller** (2018)  
oil on canvas  
160x160



**The Philosophers' Nail Bar** (2018)  
oil on canvas  
125x130

**Straightened Hair and Painted Nails** (2018)  
oil on canvas  
115x134





**Father's Day** (2018)  
oil on canvas  
148x148



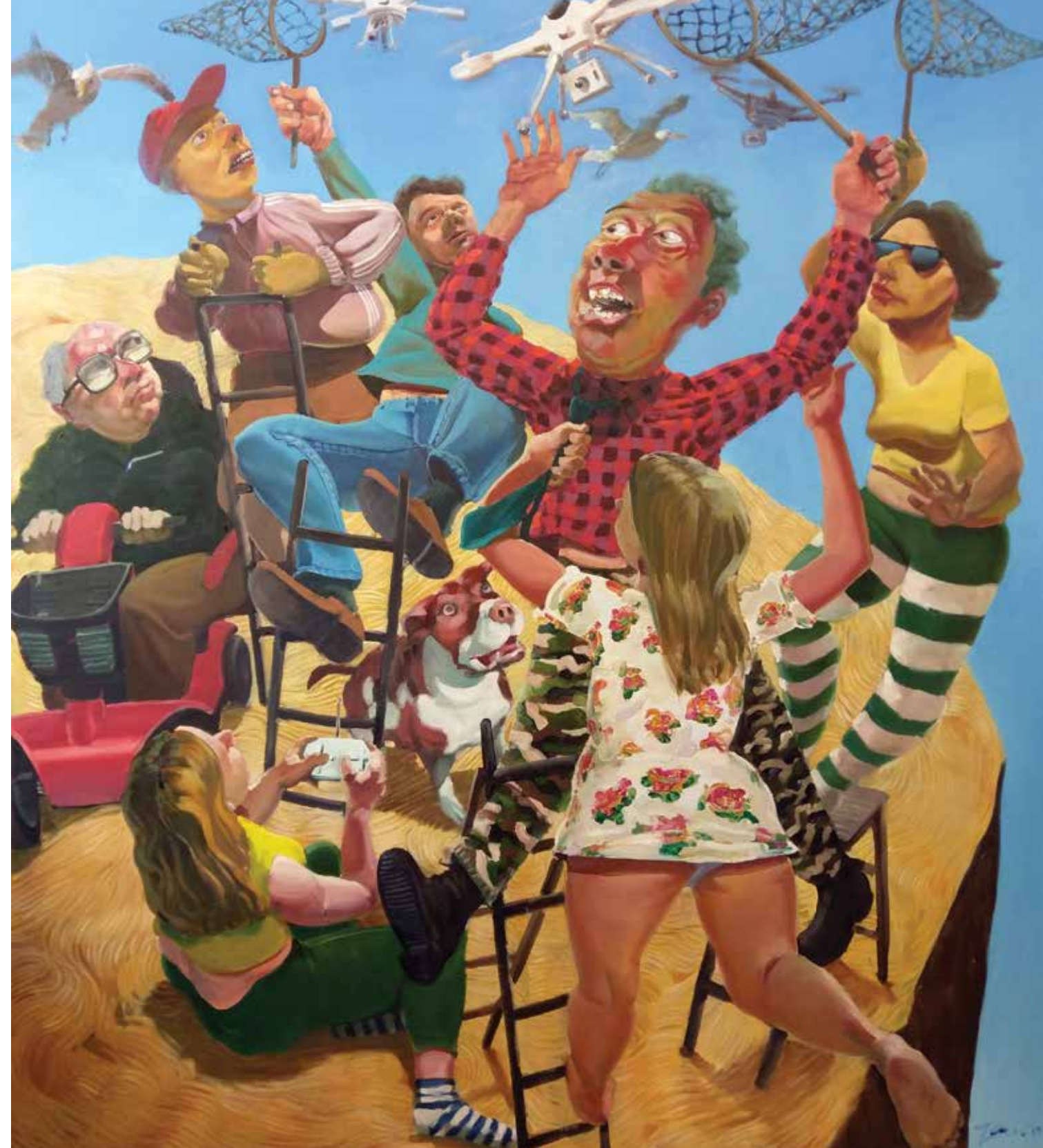
**The Hedonic Calculus of Health and Beauty** (2019)  
oil on canvas  
148x148



**The Panopticon Gymnasium** (2019)  
oil on canvas  
130x180



**Ping Pong Selfie** (2018)  
oil on canvas  
148x125



**The Cliff** (2019)  
oil on canvas  
180x160



**Half-Pipe Dreams** (2018)

oil on canvas

125x148



**The Socratic Method** (2018)

oil on canvas

125x148



**The Tiger Lounge** (2018)  
oil on canvas  
160x180

**Souvla and Meze with Uncles** (2018)  
oil on canvas  
150x200





**Sunburn** (2018)  
oil on canvas  
160x180

**Lobster and Cupcakes** (2019)  
oil on canvas  
190x150





**The Gamblers** (2019)  
oil on canvas  
135x148

**One-Way Street** (2019)  
oil on canvas  
148x148





**Zenon Jepras** was born in 1969 in Cardiff, Wales. His father and mother migrated to the UK from Cyprus and Corfu, respectively. He graduated with Honors from the Glasgow School of Art. He lives and works in London.

His work is in the State Collection of Contemporary Art, the Central Bank of Cyprus Collection, the Bank of Cyprus Collection, the Nikos Pattichis Collection, the Luciano Benetton Collection and in numerous private collections in Cyprus, Greece, the US and the UK. He is the 1993 winner of the "Liquitex International Painting Prize", awarded by the American Art Council, New York.

## Solo Exhibitions

- 2019 *How to be Happy*, Alpha C.K. Art Gallery, Nicosia
- 2017 *Killing Time*, Alpha C.K. Art Gallery, Nicosia
- 2015 *Zenon Jepras: Painting*, Morfi Gallery, Limassol
- 2014 *Playgrounds of Forgetting*, Alpha C.K. Art Gallery, Nicosia
- 2012 *Not Exactly Memory*, Alpha Gallery, Nicosia
- 2011 *Personal Moments*, DP Gallery, Limassol
- 2010 *Out of the Sand*, Alpha Gallery, Nicosia
- 2009 *Gorilla*, Gloria Gallery, Nicosia  
*Lost Heritage*, Gallery K, London
- 2008 *Deconstructing Troy*, Royal Commonwealth Society Club, London  
*Recent Work*, C.K. Art Gallery, Nicosia
- 2007 *Small Rooms*, Morfi Gallery, Limassol
- 2006 *Cacophony*, Gallery K, London  
*Short Stories*, Gloria Gallery, Nicosia
- 2004 *Maternity*, Gallery K, Nicosia
- 2003 *Kiss*, Gallery K, London
- 2002 *The Colour of Memory*, Gloria Gallery, Nicosia
- 2001 *Angelopathia*, Gloria Gallery, Nicosia
- 1999 *Secrets from the Salon*, Gloria Gallery, Nicosia
- 1998 *The Minotaur's Dream*, Gloria Gallery, Nicosia
- 1997 *Oedipus' Gaze*, Gloria Gallery, Nicosia
- 1996 *Odyssey*, Gloria Gallery, Nicosia

## Group Exhibitions (selection)

- 2014 The Lovely Gallery, London
- 2013 Art-Athina International Contemporary Art Fair, Athens  
(presented by Alpha Gallery)
- 2012 *a arte do previsível*, Cordoaria Nacional, Lisbon
- 2010 *1960-2010: Glances at Cyprus Art*, Gallery Hotel de Sauroy, Paris  
*Visual Rhythms*, Municipal Cultural Centre-Melina Mercouri, Nicosia
- 2009 *Five Cypriot Artists*, Brom Gallery, Helsinki
- 2008 *Where Do We Go From Here?*, Municipal Arts Centre, Nicosia
- 2004 *Kulturaljahr der Zehn*, Gallery Tammen & Busch, Berlin
- 2000 *Twelve Cypriot Artists*, Ioannina City Hall, Ioannina
- 1997 Biennale of Young Artists, Torino



**Alpha C.K.**  

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