

Kunsthaus Bregenz

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Austria



KUB Projects | Press Release

SOL CALERO –

LA SAUNA CALIENTE

feat. Blunt x Skensved,

Conglomerate, Rubén

D´Hers, Trevor Good,

Cristian Guardia, Hanne

Lippard, Dafna Maimon

& Érika Ordosgoitti

23|10|2016 – 15|01|2017

Curator

Eva Birkenstock

Curatorial Assistance

Lidiya Anastasova

Opening

Saturday, October 22, 2016, at 7 p.m.

Press photos per download

www.kunsthaus-bregenz.at

Venezuelan artist Sol Calero has developed a multiform practice to explore cultural codes and image production in Latin America. In carefully arranged environments colorful paintings, saturated with exotic fruits, and flowers, spread out beyond the canvas as such across ceilings, walls, and furniture. In combination with objects and props Calero transforms exhibition venues into vibrant and immersive domestic spaces in form of hair salons, salsa studios, cyber cafés, film sets, or sites for creative exchange; spaces, in which the traditional art objects appear as an aesthetic support of a social experience. While referencing Latin American art history as well as influential historical moments such as Roosevelt's »Good Neighbour Policy« (implemented in the 1930s), it is this continuous unfolding and reformulating of prevalent cultural stereotypes that form the center her inquiry. In particular in countries without a strong pre-Colombian culture like Venezuela, politically constructed identities have affected the people whose cultural symbols had been appropriated in the first place, leading them to recycle such narratives and adopt them as part of their culture. Analogue to her own personal situation as a Latin American artist who lived abroad for the majority of her life, Calero reverses the described process by appropriating and implementing this recycled stereotypical imagery.



For her first institutional solo exhibition in Austria, LA SAUNA CALIENTE, Calero continued those inquiries within a new site-specific installation in the KUB Collection Showcase. By inviting the audience to immerse in a seductive, spa-like relaxation scenario Calero inscribed her work in the regional landscape of Vorarlberg as a site for sports, body and wellness culture, while at the same time dismantling the complexities of Latin American identity constructions. Via a conscious adaptation of prevalent clichéd imagery related to places like the Caribbean – most obvious in pseudo-exotic utopian resorts like Tropical Islands in Brandenburg, Germany – the gallery space itself is turned into an artificial, dislocated, tropical site for holistic visual cleansing treatments and the playful complication of the dynamics related to identitarian exoticizations.

Contributions by Gregorie Blunt, Conglomerate, Rubén D´Hers, Trevor Good, Cristian Guardia, Hanne Lippard, Dafna Maimon and Erika Ordosgoitti not only further complement Caleros explorations, but turn her solo exhibition into container for other artists work to be experienced during the SPA visit. Among others, *Desde el Jardín*, a telenovela written and directed by Calero and artist Dafna Maimon, and produced with Conglomerate, will be featured for the first time in full length in the relaxation room of LA SAUNA CALIENTE.

Curated by Eva Birkenstock, curatorial assistance by Lidiya Anastasova

Events

Saturday, October 22, 2016

7 p.m.

Opening

KUB Collection Showcase | Seestraße 5



Sunday, October 23, 2016

12 p.m.

Artist talk between Sol Calero and Max Jorge Hinderer

Cruz (art theoretician and curator, São Paulo)

Introduction by Eva Birkenstock

KUB Collection Showcase | Seestraße 5

During the exhibition SOL CALERO - LA SAUNA CALIENTE, the KUB Collection Showcase will be open from Tuesday to Sunday between 10 a.m. and 6 p.m., and on Thursdays until 8 p.m. Admission to the KUB Collection Showcase is free.

Partners and Sponsors

Kunsthaus Bregenz would like to thank its partners for their generous financial support and the cultural commitment that goes along with it.

The installation was produced with the generous support of Textildruckerei Rueff and Vossen GmbH & Co. KG.



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Austria



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Opening Hours KUB Collection Showcase

Tuesday to Sunday 10 a.m. – 6 p.m.

Thursday 10 a.m. – 8 p.m.

Ticket Office ext. -433