

ASSUME VIVID ASTRO FOCUS ALISABEL VIRIL APAGÃO FENOMENAL

OPENING: APRIL 4, 2013 FROM 9 PM TO 11 PM
RUNS FROM: APRIL 4 TO MAY 18, 2013
LOCAL: CASA TRIÂNGULO
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TUESDAY TO SATURDAY, 11AM – 7PM

Casa Triângulo is please to announce the third solo exhibition of assume vivid astro focus (AVAF) at the gallery, entitled *alisabel viril apagão fenomenal*, opening April 4th, 2013

This exhibition is inspired by the brutal and growing real estate development in São Paulo. Current policies aim the verticalization instead of its expansion *ad infinitum*. They have been implemented without any concern regarding the infrastructure of neighborhoods – high buildings are raised in areas without public transportation, regardless the effects they will have on the local traffic; while high buildings are created green areas are not. And the city explodes! Its is unknown if this exhibition is a tribute to the city or a manifest of hate for its problems that never get resolved and each year get worse.

One of the central pieces that exemplify these feelings is the sculpture Big Ben - a tribute to a namesake strip club located in “Baixo Augusta” - an area that will probably lose its current features very soon. Known for entertainment places of all kinds (strip clubs, nightclubs, whorehouses etc.), the area has seen several of its buildings been demolished to give place to mega towers and condominiums of qualities and architectural taste extremely doubtful. Large corporations and developers have hijacked São Paulo. The “Baixo Augusta”, as we know today, is an area of social and urban integration, even hedonistic; it is the representation of a specific identity of São Paulo. The mega towers threaten to decimate this feature.

The Big Ben is the name of a strip club in Baixo Augusta, below Caio Prado street. It is the only original place that still stands on the block where all other properties were demolished to give place to one of these patronized condos. At the exhibition at Casa Triângulo AVAF is recreating a mini version of the entry of this establishment, a tribute to their resistance against the savage real state exploitation. The diminutive size gives a playful approach to the work, a kind of altar/ode to the club, and also refers to the mockups used for this condos advertising.

On the first floor of the gallery three other works related to this theme will be featured.

The first group is the TRANSGEOMETRICAS [*Transgeometrics*]. For years AVAF has been using the image of the transvestite / transsexual as a symbol of change, or fear of it. The term “trans” as challenging the *status quo* and also as a kind of riders of apocalypse. For the Transgeométricas [*Transgeometrics*] they have created body parts with surrealist nature in which often mouths leave breasts with eyes, for example. Body parts with geometric elements are combined and create hyper geometric figures like supra sexual transvestites. These pieces refer to a futuristic body, a hybrid of geometry and transvestite. The Transgeométricas [*Transgeometrics*] are actually a tribute to São Paulo’s (historical) identity. The transvestite is obviously related to what has been said before about Baixo Augusta and the geometric parts are a tribute to the constructivist tradition of the city. The geometry also refers to the urban landscape of São Paulo. Other inspiration for these geometric elements comes from the Russian constructivist movement of *stijl* and from Theo Van Doesburg architecture. They all wanted to give a new meaning and a new perspective to art and architecture, questioning authorship and expanding ideas related to collective life.

The second group of works is the sidewalk tables. This project is made in collaboration with Yusi Etiman, Turkish artist based in Berlin and an enthusiast of São Paulo. Yusi documented in his visits to São Paulo the spontaneous mismatch of hydraulic tiles, forming other geometric combinations quite different from the original. The sidewalk of São Paulo refers to the classic sidewalk of Rio de Janeiro and carries in its conception the will to organize urban space. The city council is not responsible for the city sidewalk, the owners of the properties are. They are the ones responsible for repairing the sidewalks, what ends up causing

these spontaneous mismatches, creating a new image for São Paulo. With that in mind, AVAF has transformed multiple images / documentation of these mismatches in tables of different heights and sizes. These tables are piled on top of each other mixing designs and creating new images.

The third element is a wall painting inspired by the street artist's alphabet - a strong symbol of urban riot, for AVAF a symbol of violence against violence in this city. The idea is to "pixar" the walls of the gallery using words (often foreign) used in the ads of new real estate developments like: FEEL, THINK, SAO PAULO / LONDON, SP-NY, ART, GARDENS, CONCEPT, PASSIONE, NEW AGE, privilege, NEAR, SOPHISTICATION.

BIO

assume vivid astro focus (AVAF) is comprised of Eli Sudbrack and Christophe Hamaide-Pierson. Eli Sudbrack was born in Rio de Janeiro, Brazil and lives and works between São Paulo and New York. Christophe Hamaide-Pierson was born in Paris and lives and works in Paris. AVAF has exhibited worldwide, including museums (The Whitney Museum, The New Museum, MOCA Cleveland, MCA Chicago and MOMA-NY); and biennials (The Whitney Biennial and São Paulo Biennial). Additionally, the work of avaf belongs in many major collections including: The de la Cruz Collection, Dakis Collection, Rubell Family Collection, Tobias Meyer and Mark Fletcher Collection, The Whitney Museum, Museum of Modern Art - São Paulo and MOMA-NY.