

YAIMA CARRAZANA

Diva of Geneva



EXPOSITION
1 février – 15 mars 2013

VERNISSAGE
Vendredi 1 février – 17H-20H

Yaima Carrazana | Diva of Geneva

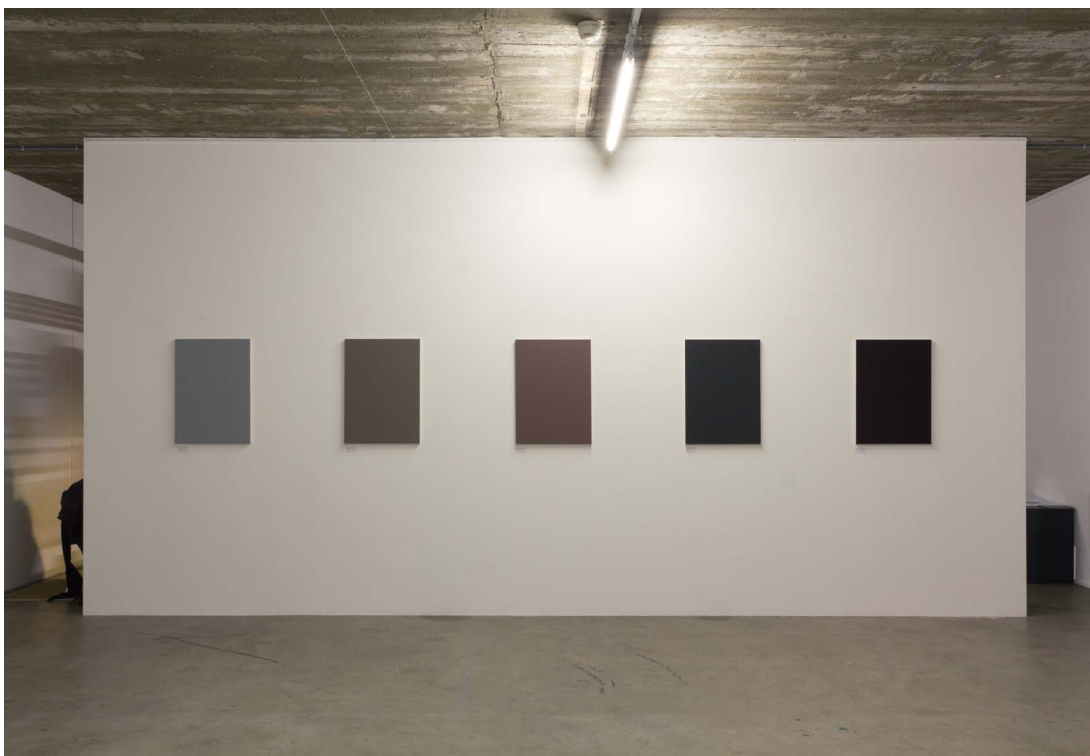
Studio Sandra Recio kicks off 2013 with the exhibition "Diva of Geneva", conceived especially for the Studio space by Cuban artist Yaima Carrazana (*1981). In *Diva of Geneva*, Carrazana playfully revisits a significant movement in art history—the monochrome, synonymous with artists such as Kazimir Malevich and Ad Reinhardt. In continuity with the exploration of women's experiences of previous works, the artist sumptuously reproduces a selection of trendy shades from a brand of nail polish with glamorous connotations. The paintings take their titles directly from the provocatively named polishes, allowing Carrazana to participate in art history in her own way, all the while upending a frequently male-dominated institution.

Educated at the San Alejandro National Academy of Arts in Cuba and at Amsterdam's Rijksakademie, the artist is represented by the Studio Sandra Recio in Geneva and by the Galería Elba Benitez in Madrid. Her work has recently been shown at the Istanbul and Havana Biennales, at the Haifa Museum of Art (Israel), at the Wilhelm-Hack Museum in Ludwigshafen (Allemagne) as well as at ArtBasel Miami in 2012.

An artist's book has been published for the occasion featuring an essay by Cuban curator and art critic Lillebit Fadruga.



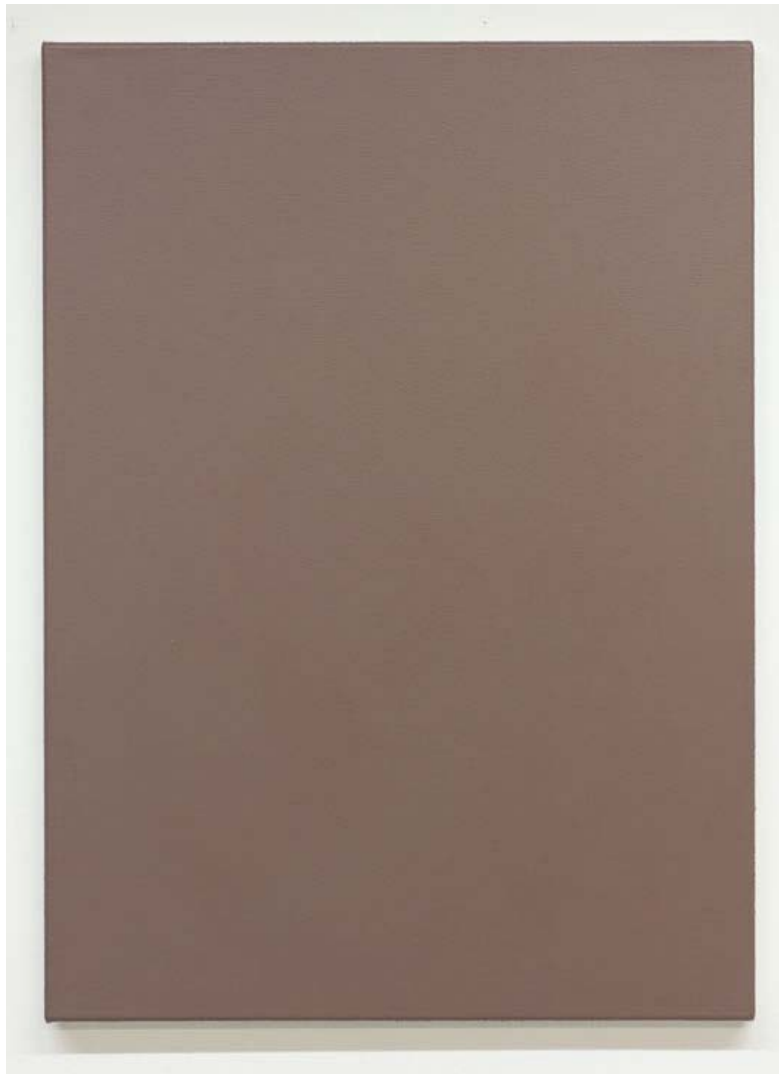
Exhibition view



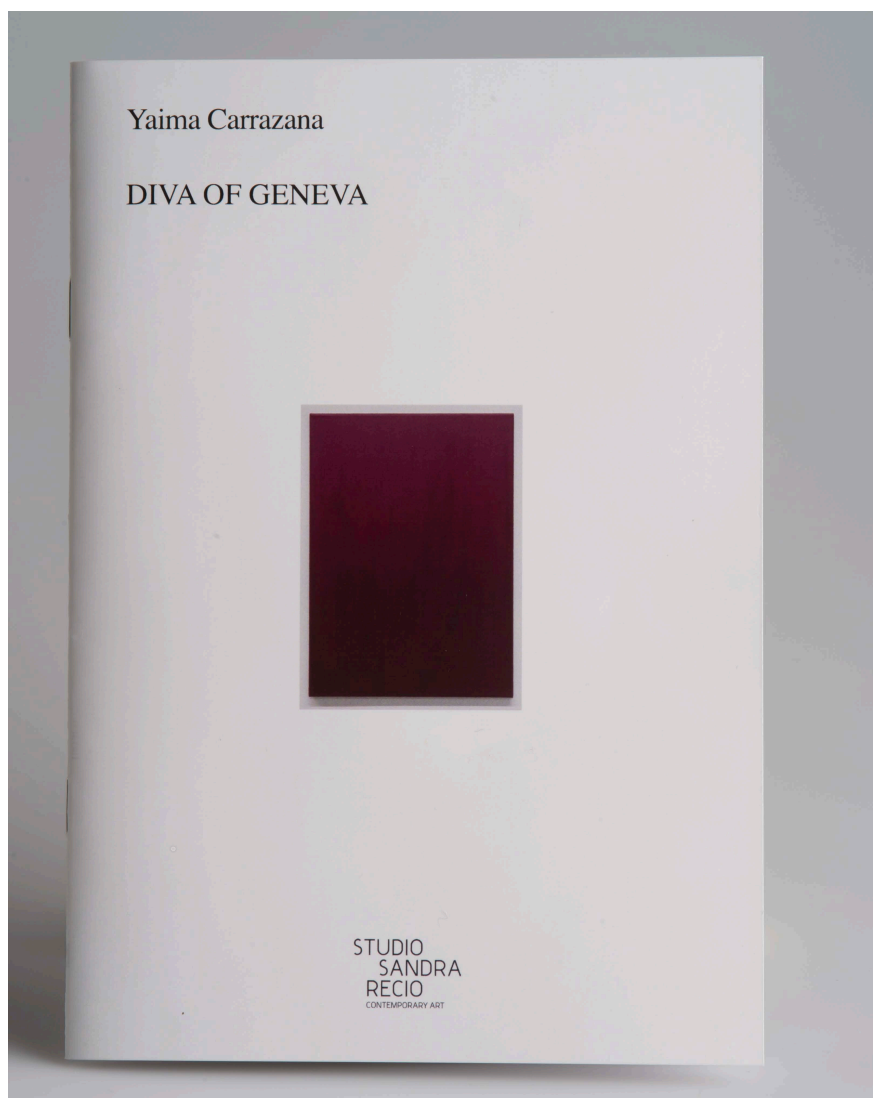
Exhibition view



From A to Z-urich, 2012, Oil on canvas, 70 x 50 cm



Berlin There Done That, 2012, Oil on canvas, 70 x 50 cm



“Yaima Carrazana’s work plays constantly with the limits between art and life; Art with a capital « a » as well as art in all lowercase letters. An obsession with constantly having to label everything is also being made fun of. In a prior series, the artist showed us how to paint our nails using famous artworks by Frank Stella, Jasper Johns or Kazimir Malevich. In this exhibition, she has exerted her artistic power by elevating to the category of art what would otherwise be considered mere shades of nail polish. Yves Klein blue has been fetishized to death: *No more room for the blues!*”

From the catalog essay by Lillebit Fadruga, “Yaima Carrazana, An Immaterial Girl.”