

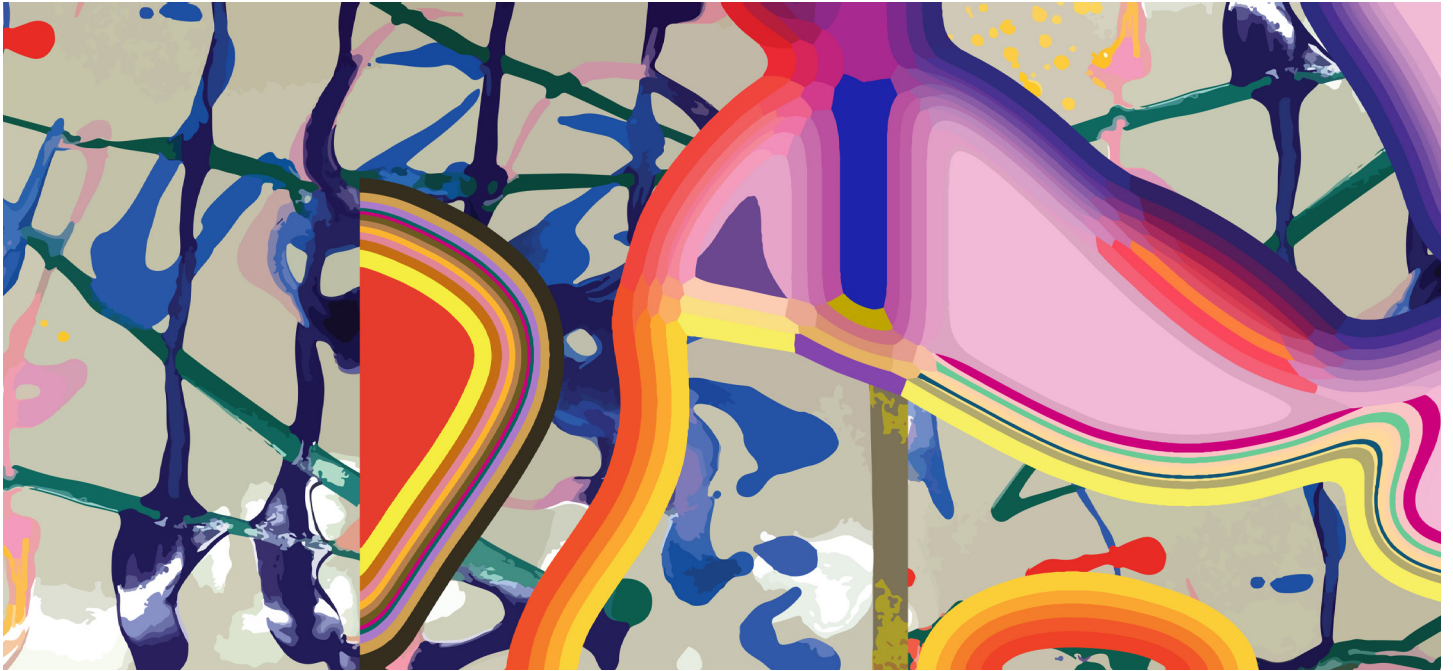
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# assume vivid astro focus Art Dubai 2024

Booth W-5

1 — 3 March 2024

Madinat Jumeirah Conference & Events Centre, Dubai, UAE



avaf: *alocada verdadeira aséptica fascinante*, 2018  
Self-adhesive vinyl mural

Baró Galeria is delighted to announce its participation in Art Dubai 2024 with a solo exhibition featuring the esteemed Brazilian artist collective, assume vivid astro focus. The gallery's stand will be prominently featured in the Bawwaba section, curated by Emiliano Valdes, showcasing artworks created exclusively for the fair and shining a spotlight on artists from the Global South.

At the heart of the booth will be a captivating display of seven vibrant paintings by avaf, inviting viewers into a world where color reigns supreme as a universal language and unifying force. These works, crafted specifically for the occasion, encapsulate avaf's profound fascination with the interplay of hues and their transformative impact on the human experience. With an ethos centered on inviting the public's "participation and surrender," avaf positions the spectator as the focal point of their immersive artistic vision.

Eli Sudbrack, the visionary force behind assume vivid astro focus, brings a rich tapestry of experiences to his craft. Born in Rio de Janeiro and now based between New York and São Paulo, Sudbrack's journey from filmmaker to acclaimed artist reflects a relentless pursuit of creative expression. Embracing the pseudonym "avaf," Sudbrack underscores his commitment to shifting the focus from the individual to the collective art experience, emphasizing the viewer's integral role in the creative dialogue.

avaf's installations, characterized by their enveloping vibrancy and sensory richness, serve as captivating portals into a world of heightened perception and communal engagement. Each artwork is meticulously crafted to evoke a visceral response, drawing inspiration from the luminous interplay of light on electronic screens. By harnessing acrylic paint and pigments to replicate this ethereal encounter, avaf transcends the boundaries of traditional

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art forms, inviting viewers to embark on a multisensory journey of exploration and discovery.

Central to avaf's practice is the belief that color is not merely a visual phenomenon but a manifestation of light itself. By eschewing barriers such as glass and embracing matte surfaces, avaf ensures that the luminosity and vitality of their creations take precedence, enveloping viewers in a kaleidoscope of emotion and sensa-

tion. Their dedication to color is further exemplified by the development of their own bespoke Pantone system, a testament to their unwavering commitment to artistic innovation and excellence.

Step into the world of avaf at Art Dubai 2024, where art transcends boundaries and imagination knows no limits. Join Baró Galeria in celebrating the transformative power of creativity and the enduring allure of color.



avaf: *Parada Vertical*, 2024  
Acrylic on duplex sheet of corrugated kraft paper  
204 x 172 x 4 cm | 80 3/4 x 67 3/4 x 1 1/2 inch



avaf: *Sempre Cabeçada*, 2024  
Acrylic on duplex sheet of corrugated kraft paper  
232 x 188 x 4 cm | 91 3/4 x 74 x 1 1/2 inch

## Fair dates

### Wednesday, February 28

By invitation only

VIP hours: 2 — 9 pm

### Thursday, February 29

By invitation only

VIP hours: 2 — 9 pm

### Friday, March 1

Public hours: 2 — 9 pm

### Saturday, March 2

Public hours: 2 — 9 pm

### Sunday, March 3

VIP hours: 10 am — 12 pm

Public hours: 12 pm — 4 pm

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## About Baró Galeria

Baró is an international contemporary art gallery founded by Maria Baró in São Paulo in 1999, now also based in Palma de Mallorca. At the core of its programme is the conversation with the Global South and its practices, as a bid to think outside the parameters of the historically established artistic canon in the European and North American axis.

During its 20 years of leading the art scene in São Paulo, Baró Galeria became one of the most important venues for contemporary art in Brazil and Latin America, fostering exhibitions for the most exciting international artists

such as: Christian Boltanski, Dennis Oppenheim, Lygia Clark, Hélio Oiticica, David Medalla, Tatiana Trouvé, Roman Signer, Song Dong, among others.

The opening of the Palma de Mallorca Art Gallery in 2021 is a natural evolution of the gallery's presence in Europe. The Balearic Islands are revealing themselves as a great cultural pole and an artistic production that attracts more and more artists, collectors and galleries that settle or develop their practice on the island. An audacious and visionary movement, in the spirit of Maria Baró, giving continuity to her programme.

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