

BARÓ

# THE ARMORY SHOW

Joana Vasconcelos

Platform Section  
September 6 — 8, 2024

Javits Center, 429 11th Ave,  
New York, NY 10001, U.S.A.



THE  
ARMORY  
SHOW



Baró Galeria is delighted to announce its participation in The Armory Show 2024, presenting a large-scale installation by Portuguese artist Joana Vasconcelos: **Valkyrie Liberty (2023)**.

The work, embodying themes of empowerment, freedom, and diversity, will be featured in Armory's 'Collective Memory' exhibition, as part of the **Platform section curated by Eugenie Tsai**. The section places large-scale installations and site-specific works at the center of the fair, exploring the interplay of memory, material, and spirit.

The Armory Show will take place at the Javits Center, New York, from September 6—8, 2024.

### **VALKYRIE LIBERTY, 2023**

Valkyrie Liberty emerged from an unprecedented collaboration with the celebrated French brand Dior. After the creation of Valkyrie Miss Dior, a site-specific work conceptualised for the brand's Autumn/Winter 2023-2024 ready-to-wear collection, Joana Vasconcelos now presents Valkyrie Liberty at the Armory Show, represented by Galeria Baró, as part of the 'Collective Memory' exhibition in 'Platform 2024', curated by Eugenie Tsai.

Vasconcelos' Valkyrie Liberty presents a nuanced and contemporary reinterpretation of the Norse myth of the Valkyries, drawing inspiration from the warrior maidens who accompanied fallen heroes to Valhalla. This intriguing sculpture skilfully incorporates both textile and technological elements into a harmonious whole. Vasconcelos' expert manipulation of fabric, crochet, and a multitude of techniques culminates in a sculptural language that engages in dialogue with both mythological contexts and contemporary history.

The title, explicitly linked to the Statue of Liberty, establishes the work as a critical reflection of the enduring ideals of democracy and abolitionism in the United States. By invoking the iconic symbol of Liberty Enlightening the World, Vasconcelos establishes a discourse between Norse mythology and foundational American narratives. The work's use of multiple materials, colors and techniques prompts reflection of the concepts of diversity, representation and feminism. The scale is impressive, the interplay of textures complex and the vibrant color palette challenging traditional notions of sculpture, blurring boundaries between fine art and popular art. The strategic integration of light imbues the sculpture with an ethereal quality, transforming it into a living entity pulsing with inner energy.

## JOANA VASCONCELOS

Joana Vasconcelos (b. 1971) explores themes of identity, gender and consumer culture, incorporating in her work everyday objects and materials, such as textiles, ceramics, and household appliances, which she transforms into monumental and provocative sculptures.

The work of Vasconcelos revolves around ceramics, yarn, fabric, and cloth. These materials serve as the basis for her vibrant, larger-than-life, three-dimensional sculptures, as well as for her elaborate, surreal creations that transform ordinary objects, furniture, ceramics, and figurines, elevating these mediums and their techniques (typically associated with applied arts and artisanship) to the status of fine art. Her approach involves techniques of alienation and repurposing, which brings her works closer in style and strategy to those of the Surrealist artists.

Vasconcelos has exhibited her work internationally, including twice at the Venice Biennale (2005 & 2013), the Guggenheim Museum Bilbao (2018) and the Palace of Versailles (2012), being the first female artist to exhibit at the palace. She recently displayed a monumental site specific installation for the Dior Fall-Winter 2023-2024 fashion show at the Paris Fashion Week; the exhibition 'Le Château des Valkyries', a showcase of Vasconcelos' large-scale installations at Gottorf Castle in Schleswig; and the show *Extravagâncias*, at the Museu Oscar Niemeyer in Curitiba, Brazil.



Installation view, 'Joana Vasconcelos: Le Château des Valkyries', 2024. Photo © Marcus Dewanger. Courtesy Schloss Gottorf.



ABOUT THE ARTIST



Joana Vasconcelos, Royal Valkyrie, 2012. Photo © David Parry. Courtesy Royal Academy Of Arts.



Joana Vasconcelos, Valkyrie Octopus, 2015. Photo © Luis Vasconcelos. Courtesy Atelier Joana Vasconcelos.



ABOUT THE ARTIST



Joana Vasconcelos, Valkyrie Miss Dior, 2023. Photo © Lionel Balteiro. Courtesy Atelier Joana Vasconcelos.



Joana Vasconcelos, Golden Valkyrie, 2012. Photo © Luis Vasconcelos. Courtesy Atelier Joana Vasconcelos.



## BARÓ GALERIA

Established in 1999 by Maria Baró in São Paulo, Brazil, Baró Galeria has emerged as a prestigious international contemporary art gallery, recognized for its influential and pioneering exhibitions. Maria Baró has cultivated a gallery that thrives on close collaborations with institutions and artists. Representing 25 artists from 15 different nationalities, Baró Galeria is committed to showcasing contemporary works that resonate globally.

Baró Galeria made a substantial impact on the Brazilian and Latin American art scene, hosting exhibitions for celebrated artists such as Lygia Clark, David Medalla, Hélio Oiticica, Wilfredo Prieto, and Song Dong. The gallery also featured works by prominent figures like Christian Boltanski, Tatiana Trouvé, Roman Signer, and Dennis Oppenheim, establishing itself as a vital platform for both established and emerging artists.

Expanding its presence, Baró Galeria opened two new spaces in Mallorca in 2021. Located in a historic 17th-century building in Palma's vibrant center, the gallery continues its dynamic program with five major openings annually. This expansion allows Baró to further its mission of showcasing impactful art while fostering dialogues between the Global South and the Mediterranean art scene.

Baró Galeria is an active participant in numerous prestigious international art fairs, including, ARCOmadrid, Art Basel Miami, The Armory Show, Art Dubai, ArtBO, ArtRio, Frieze New York, Frieze Masters, Zona Maco, and SP-Arte. This active participation underscores the gallery's dedication to promoting its artists and engaging with the global art community.

## CONTACT

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[Joana Vasconcelos website](#)

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