

GERALDO

DE

BARRROS

1923 - 1998

BIOGRAPHY



Brazilian painter, photographer and designer, Geraldo de Barros (1923-1998) built up a vast body of work where his approach of artistic creation, image perception and the role of art in society are revealed. The originality, specificity and actuality of his work, from Concrete Art to abstract photography and modular design, are today recognized nationally and internationally.

Geraldo de Barros was twenty-two years old when he began his studies in drawing and painting at the Associação Paulista de Belas Artes de São Paulo (1945). In his search for innovative representations, Geraldo de Barros distanced himself from an expressionist figurative representation and was increasingly interested in abstraction. Encouraged by Mario Pedrosa (1900-1981), he discovered the art of Paul Klee (1879-1940) and the Gestalt theory. At that time, he also began to practice photography and his original way of approaching this medium positioned him as pioneer of Brazilian abstract photography.

The unique character of the photographs presented in the exhibition **Fotoforma** at the Museum of Modern Art in São Paulo (1951) allowed Geraldo Barros to receive a grant from the French government, thus giving him the opportunity to stay for a year in Europe. During this period, he meets François Morellet, Max Bill and Morandi and studies engraving in Paris and immerses himself in the originals of Paul Klee.

Back in Brazil, Geraldo de Barros begins a period of intense activity, as a result of his experiments with photography and impregnated with the geometrical and mathematical precepts discovered with Concrete Art. Together with other artists, he founds in São Paulo the Concrete Art group Ruptura (1952), a movement that aims insertion of painting and arts within the context of the modernization the country is experiencing.

Influenced by his visit to Otl Aicher in Ulm and understanding that the potential of the Bauhaus precepts might contribute to the insertion of art in society, Geraldo de Barros takes part in the foundation of Unilabor (1954-1962), a labor community where he is designing modular furniture in a social approach. Unilabor is innovative in the Brazilian context not only for the design created by de Barros, but also for its cooperative management in which all workers share its decisions and benefits.

With the imposition of the dictatorship in the country, **Unilabor** comes to an end and Geraldo de Barros creates the factory Hobjeto (1964-1979) where he pursues his modular design in a bigger scale. Assuming a more critical posture in relation to art, Geraldo de Barros creates a series of paintings using the aesthetics of Pop Art. Unlike what is practiced in the United States, Brazilian Pop Art asserts itself through social and political commitment.

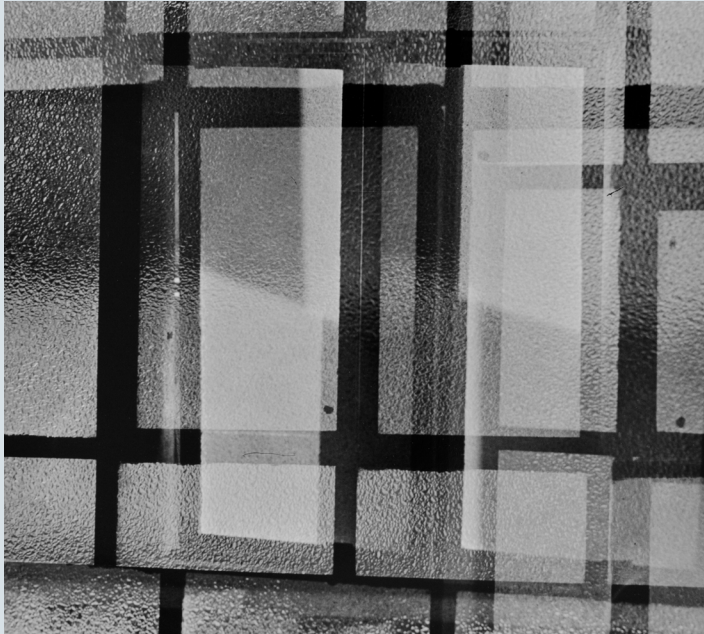
In 1966, he founded the Rex Gallery Group bringing together artists interested in the ideas of the Dada, Pop Art and Happenings movements.

He then creates large format paintings that are produced inside his furniture factory out of billboards that he appropriates and repaints. Interested in the notions of scale and industrialization, Geraldo de Barros returns in the late 1970s to the precepts of Concrete Art that he combines with those of industry, giving rise to a new series of paintings using Formica as the main medium.

Affected by a first stroke that partially paralyzes him, Geraldo de Barros retires from Hobjeto (1979) but continues to develop his artistic work. Brazilian representative at the 42nd Venice Biennial, curated by Arturo Schwartz (1924-), he shows a series of Formica paintings entitled Jogos de Dados (1986). His work is then presented in several exhibitions in Brazil and abroad, leading for a wide international visibility.

In 1996, Geraldo de Barros, weakened by successive strokes, initiates a new photographic work with a series entitled **Sobras**, manipulating and reconstructing images out of family negatives. Posthumous exhibitions reveal these works by an artist who, at the age of 75, is again a pioneer in contemporary photography.

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Abstraction 2. São Paulo. 1950

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Untitled. 1951

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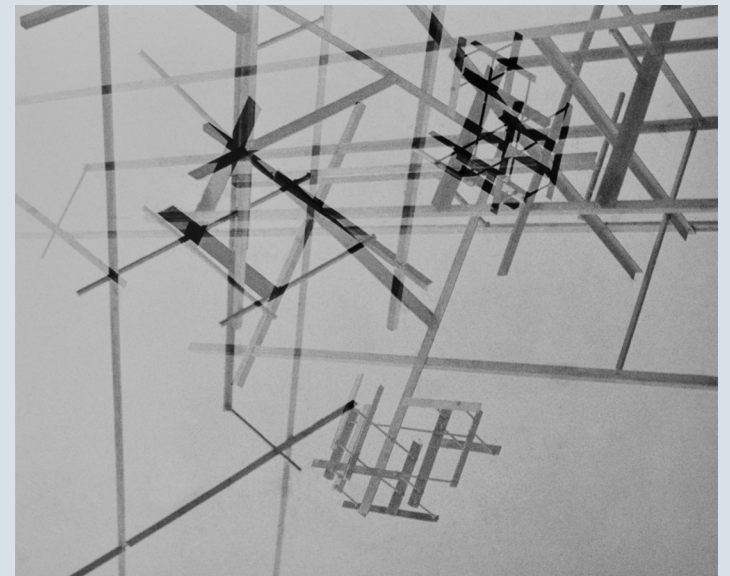
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Untitled. São Paulo. 1949

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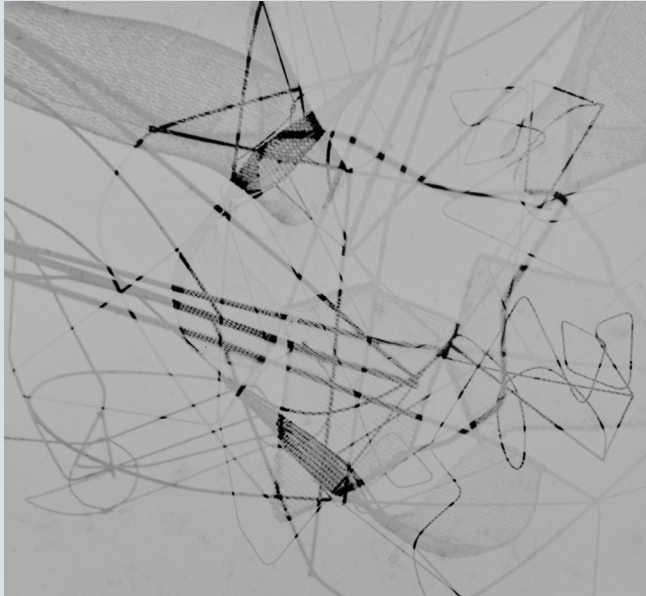
Untitled. São Paulo. 1949

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Chaises Unilabor.
São Paulo. 1954



Untitled. 1951

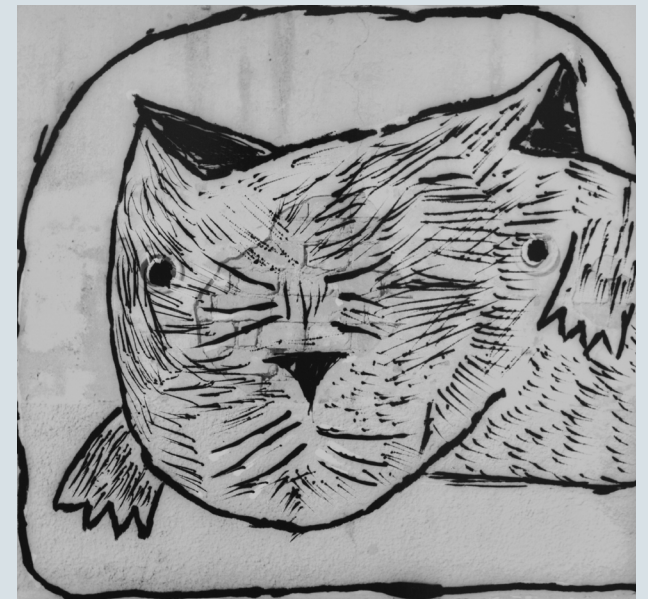


Untitled. São Paulo. 1949

In his series of Fotoformas images, de Barros experimented with multiple exposures, hand-made filters, juxtaposition of shadows and light, scratching, drawing and painting on negatives to create an array of abstract photos.



Untitled. 1951



Untitled. 1951

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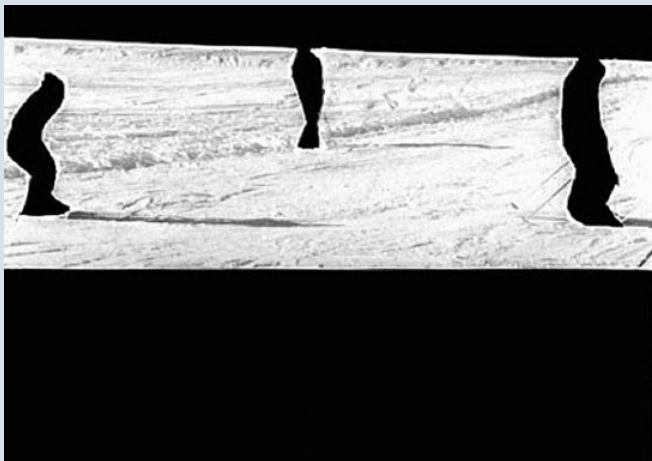
1996 - 1998



'Untitled' from the series Sobras 1996-1998



In 1996 Geraldo de Barros began a new photographic serie, the Sobras (Remains). With the help of an assistant, he created collages of negatives on glass plates re-using his old negatives from the 50's or family images. This work was shown in 1998 at the Ludwig Museum in Köln, Germany, a few months after de Barros died in São Paulo at the age of 75.



all images: 'Untitled'
from the series Sobras 1996-1998

SOLO EXHIBITIONS



2019

Em forma de familia. Geraldo de Barros, Lenora de Barros & Fabiana de Barros. Galeria Roberto Alban. Salvador de Bahia, Brasil

Geraldo de Barros, Unilabor, Kunst- und Kulturstiftung Opelvillen Rüsselsheim. Germany

Geraldo de Barros, Designer, Painter and Photographer.

Arcadia – Geneva

DPot furnitures and Fotoformas. DIP Contemporary at Milan Design Week – Salone del Mobile – 9 – 14.04.2019

Geraldo de Barros, Fotoformas. Document Gallery, Chicago, USA

Geraldo de Barros – That's It. DIP Contemporary, Lugano, Switzerland

2018

Unilabor: A terceira via, Works by Geraldo de Barros (1954 – 1961). Side Gallery, Barcelona, Spain

2017

Geraldo de Barros, Fotoformas e Sobras.

Fundação Arpad-Szenes .Vieira da Silva, Lisboa

Geraldo de Barros, Sobras. Document Gallery, Chicago, USA

2016

Geraldo de Barros, Industrial. Galeria Luciana Brito, São Paulo, Brazil

Geraldo de Barros, Off Center. Sicardi Gallery, Houston, TX, USA

2015

Geraldo de Barros and Photography. SESC Belenzinho, São Paulo, Brazil.

2014

Geraldo de Barros and Photography. Instituto Moreira Salles, Rio de Janeiro

Tierney Gardarin Gallery. New York, USA

2013

Geraldo de Barros, Jogos de Dados + Sobras (1980-1990). SESC Vila Mariana, São Paulo, Brazil

Geraldo de Barros, What remains ? The Photographer's Gallery, London, Great Britain

2010

Entre Tantos: Geraldo de Barros. Caixa Cultural, São Paulo, Brazil

2009

Geraldo de Barros, Modulação de mundos. SESC Pinheiros, São Paulo, Brazil

2008

Geraldo de Barros. Sicardi Gallery, Houston, TX, USA
Fotoformas e Suas Margens. Centro Universitário Maria Antônia, São Paulo, Brazil

2007

Sobras + Fotoformas. Galeria Brito Cimino, São Paulo, Brazil

2005

A(s)simetrias. Galeria Brito Cimino, São Paulo, Brazil
Galerie Guy Bärtschi, Geneva, Switzerland

2002

Forma Brazil. The Americas Society, New York, USA

2001

Sobras + Fotoformas: Retrospective. Ulmer Museum, Ulm, Germany

Fotoformas: Retrospective. Musée de l'Elysée, Lausanne, Switzerland

Sobras + Fotoformas. Instituto Itaú Cultural, Campinas, Brazil

SOLO EXHIBITIONS



1999

Geraldo de Barros no Acervo. Museu de Arte Moderna do Rio de Janeiro, Brazil

Fotoformas: Retrospective. Ludwig Museum, Cologne, Germany

Galeria Brito Cimino, São Paulo, Brazil

Fotoformas. SESC Pompéia, São Paulo, Brazil

1998

Fotofest 98. Sicardi Sanders Gallery, Houston, USA

1996

Geraldo de Barros: Pioneiro. Centro Cultural Banco do Brasil, Rio de Janeiro, Brazil

Geraldo de Barros: Fotoformas. Fundação Cultural de Curitiba, Brazil

Geraldo de Barros: Photographies. Galerie Alexandre Mottier, Geneva, Switzerland

1995

Fotoformas. Galeria Camargo Villaça, São Paulo, Brazil

1994

Geraldo de Barros: Fotógrafo. Museu da Imagem e do Som, São Paulo, Brazil

1993

Casa das Rosas, São Paulo, Brazil

Geraldo de Barros: Peintre et Photographe. Musée de L'Elysée, Lausanne, Switzerland

1991

Jogos de Dados. Galleria Mercato Del Sale, Milan, Italy

O Espaço do Artista Quando Jovem. Paço das Artes, São Paulo, Brazil

XXI Bienal Internacional de São Paulo, Brazil

1990

Jogos de Dados. Museu de Arte Moderna de São Paulo, Brazil

1989

Jogos de Dados. Museu de Arte Contemporânea de Campinas, Brazil

1987

Galerie Tschudi, Glarus, Switzerland

1986

Galeria Thomas Cohn, Rio de Janeiro, Brazil

Galeria Fernando Milan, São Paulo, Brazil

42a. Biennale di Venezia, Venice, Italy

1979

XV Bienal Internacional de São Paulo, Brazil

1977

12 Anos de Pintura. Museu de Arte Moderna de São Paulo, Brazil

1967

IX Bienal Internacional de São Paulo, Brazil

1965

Galeria Atrium, São Paulo, Brazil

Museo de Arte Moderno de Buenos Aires, Argentina

1954

Museu de Arte Moderna de São Paulo, Brazil

1953

II Bienal Internacional de São Paulo, Brazil

1951

I Bienal Internacional de São Paulo, Brazil

1950

Fotoformas. Museu de Arte de São Paulo Assis Chateaubriand, São Paulo, Brazil

1947

Teatro Municipal, São Paulo, Brazil

COLLECTIONS



Archivio di Nuova Scrittura, Milan, Italy

Beaubourg, Musée d'art Moderne

de la ville de Paris, France

Caixa Geral de Depósitos, Lisbon, Portugal

Centro Português de Fotografia, Porto, Portugal

Chicago Art Institute, Chicago, USA

Cisneros Fontanals Art Foundation, Miami, USA

Coleção do SESC, São Paulo, Brazil

Coleção Itaú, São Paulo, Brazil

Coleção Joaquim Paiva, Rio de Janeiro, Brazil

Coleção Marco Antonio Villaça, São Paulo, Brazil

Coleção Pirelli de Fotografia, São Paulo, Brazil

Colección **Patrícia Phelps de Cisneros**, Caracas,

Venezuela

Collection M. + M. Auer, Geneva, Switzerland

Fonds d'Art Contemporain de la Ville de

Genève, Geneva, Switzerland

Fonds d'Art Contemporain de l'Etat de Genève,

Geneva, Switzerland

Fundação Bienal de São Paulo, Brazil

Fundação Cultural de Curitiba, Brasil

Fundação Cultural do Estado da Bahia, Brasil

LACMA Los Angeles County Museum

Ludwig Museum, Cologne, Germany

Max Bill Foundation, Zurich, Switzerland

Metrô de São Paulo, Brazil

Musée d'Art Contemporain de Grenoble, France

Musée de L'Elysée, Lausanne, Switzerland

Museu da Imagem e do Som, MIS, São Paulo,
Brazil

Museu de Arte Contemporânea da Universidade
de São Paulo, MAC-USP, Brazil

Museu de Arte Contemporânea José Pancetti,
Campinas, Brazil

Museu de Arte de São Paulo Assis Chateaubri-
and, MASP, São Paulo, Brazil

Museu de Arte Moderna de São Paulo, MAM-SP,
Brazil

Museu de Arte Moderna do Rio de Janeiro, MAM-
RJ, Brazil

Museo de Arte Latinoamericano de Buenos Aires,
MALBA, coll. E. F. Constantini, Argentina

Museu de Curitiba, Brazil

Museu do Itamaraty, Brasília, Brazil

Museum of Fine Arts, Houston, USA

Museum of Contemporary Art,

MOCA, Los Angeles, USA

Pinacoteca do Estado de São Paulo, Brazil

TATE Modern, London, Great Britain

The Art Institute of Chicago, Chicago, IL, USA

The Museum of Modern Art, **MOMA, New York**,
USA

Tschudi Gallery Collection, Glarus, Switzerland

Union de Banques Suisses, Lausanne, Switzerland

Ursula Blicke Stiftung Collection, Kraichtal,
Germany

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