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EL MUSEO DEL BARRIO PRESENTS *THE ILLUSIVE EYE—* AN INTERNATIONAL SURVEY OF KINETIC AND OP ART On View: February 3 – May 21, 2016

PRESS PREVIEW: February 2, 2016 | 10am-noon

NEW YORK, NY Feb. 9, 2016 - El Museo del Barrio is pleased to present *The Illusive Eye*, an international survey on kinetic and Op art. The exhibition offers a broad intellectual context for Op art and geometric abstraction, one that goes against the grain of formalist art history. The selection provides a special focus on artwork from the Americas.

“*The Illusive Eye* is about illusions—those we see and feel when we look at Op and kinetic art and those experienced by the curators and art historians of these movements,” said **Jorge Daniel Veneciano, Executive Director, El Museo and exhibition curator**. “The perceptual play of things seen and unseen provides us with a model for understanding the relative invisibility of Latin American artists in past surveys of Op art.”

The Illusive Eye puts forth a reading of Op art and geometric abstraction that is notably different from that of prior exhibitions, which focused on the psychology and physiology of perception. El Museo’s exhibition traces the concepts and values of optical art to its esoteric origins in Pythagorean (Egyptian) and Theosophical (Eastern) mysticism. *The Illusive Eye* places Op art in a truly international context, beyond that of the narrow European model of modernism as perpetuated by Western museums.

The exhibition has three primary objectives: one, to revisit and rethink past surveys, such as the MoMA’s 1965 groundbreaking exhibition, *The Responsive Eye*; two, to put forth a reading of geometric abstraction that contests traditional art history; and three, to connect the illusions of Op art to the illusions of curatorial perspective in past surveys of geometric abstraction including Op and kinetic art.



The Illusive Eye will present monumental luminescent works by Argentina's Julio Le Parc, Martha Boto, Ana Sacerdote, Eduardo Mac Entyre, and arresting pattern paintings by artists Horacio García Rossi, and Luis Tomasello. Works by Venezuelans Gego (Gertrud Goldschmidt), Alejandro Otero, Carlos Cruz-Diez, Antonieta Sosa (US/Venezuela) and Jesús Rafael Soto, are vibrantly present. So are Cuban artists Mario Carreño, Carmen Herrera, Sandú Darié, Zilia Sánchez and Loló Soldevilla. From Brazil we see Hélio Oiticica, Lygia Clark and Lygia Pape. Matilde Pérez (Chile) and María Freire (Uruguay) are also included.

Among the international artists to be featured are Josef Albers, Richard Anuszkiewicz, Marina Apollonio, Alberto Biasi, Karen Hewitt, Tadasky (Tadasuke Kuwayama), Bridget Riley, Frank Stella, and Victor Vasarely. In total eighteen different countries are participating in the exhibition including Argentina, Brazil, Chile, Colombia, Cuba, Uruguay, the United States, and Venezuela.

Exhibition curator: Jorge Daniel Veneciano, Ph.D., Executive Director, El Museo del Barrio; author of *The Geometric Unconscious: A Century of Abstraction* (University of Nebraska Press, 2012).

ART-TO-WEAR PARTNERSHIP

In conjunction with the exhibition, *The Illusive Eye*, El Museo del Barrio is proud to announce its partnership with renowned artist-jeweler, Chus Burés, who will be presenting a line produced in collaboration with artists in the exhibition. The items will be sold at the museum's gift shop, La Tienda, during opening hours.

CRUZ-DIEZ PARTNERSHIP

In conjunction with the exhibition, *The Illusive Eye*, El Museo del Barrio is proud to announce its partnership with the internationally acclaimed artist Carlos Cruz-Diez. The artist has created a unique poster design based on his years of study and experimentation with color and form. The poster is available for wide public dissemination with the press kit. The Atelier Cruz-Diez is also providing important resources for educational programming for student groups around the exhibition.

EXHIBITION SPONSORS

Generous support for this exhibition is provided by Patricia & Ramiro J. Ortíz, Lo-Mid Corporation, and Public Support from the New York City Council Speaker Melissa Mark-Viverito. Additional support has been provided by Michael J. García & Liana M. Davila, The Institute for Studies on Latin American Art (ISLAA), the Embassy of Chile, and El Museo's Collector's Circle.

PRESS MATERIALS

Current and past press releases about El Museo del Barrio's exhibitions and programs are available for download at: <http://www.elmuseo.org/press/>



Press Materials pertaining this exhibition such as images and credit lines and a full artist list may be downloaded at:

<https://www.dropbox.com/sh/6oygl3ub713omxx/AACGEGbBig-17NIG3Tjra2-9a?dl=0>

ABOUT EL MUSEO DEL BARRIO

El Museo del Barrio, New York's leading Latino cultural institution, welcomes visitors of all backgrounds to discover the artistic landscape of Latino, Caribbean, and Latin American cultures. Their richness is represented in El Museo's wide-ranging collections and critically acclaimed exhibitions, complemented by film, literary, visual and performing arts series, cultural celebrations, and educational programs.

El Museo del Barrio is located at 1230 Fifth Avenue at 104 Street in New York City. Hours are Tuesday through Saturday, 11am. to 6pm. Admission is suggested.

For more information on El Museo del Barrio, please visit www.elmuseo.org. To connect with El Museo del Barrio via Social Media, follows us on Facebook at [Facebook.com/elmuseo](https://www.facebook.com/elmuseo), and using @ElMuseo on Instagram and Twitter.

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