

5 Reasons to Collect Marta Minujín, "Argentina's Andy Warhol"—And See Her Show at the New Museum

By Artspace Editors

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Marta Minujín. Image via awarewomenartists.com.

Five reasons to collect [Marta Minujín's silkscreens](#):

1. Often described as "Argentina's Andy Warhol," Marta Minujín is a legendary Pop art icon. In 1985, Minujín's star status reached new heights when a series of photographs showed the artist with her friend Andy Warhol famously paying off the country's debt with corn (symbolically, of course). And for the artist's 70th birthday, she arrived to Buenos Aires' MALBA museum in a horse-drawn carriage donning a wedding gown, and proceeded to "marry art" amidst a gathering of 300 friends (one of whom fortuitously caught the bridal bouquet) and a menagerie of journalists. If there's one thing Minujín has mastered, it's the art of spectacle.



Image via ZDNet

2. “Minujín’s capacity to inspire awe and surprise has solidified her reputation as a pioneer of Latin American conceptual art,” writes the press release for “Marta Minujín: Menesunda Reloaded” at the New Museum. The current solo exhibition on the New York museum’s third floor is on view until September 29.

3. Born in 1943 in Buenos Aires, Argentina, the artist is most known for the now-legendary environment, La Menesunda. (A reconstruction of the work is presented at the New Museum for the first time in the United States.) First made in 1965, “the work led visitors on a circuitous journey through eleven distinct spaces, including a tunnel of luminous neon signs, a bedroom complete with a married couple, a hallway lined with illuminated TVs, and a solon with makeup artists and masseuses offering their services.”

4. A Guggenheim Fellow, Minujín has exhibited at major institutions like the MoMA in New York, the Centro de Arte y Comunicación in Buenos Aires, the Tate Modern in London, the Walker Art Center in Minneapolis, Centre Pompidou in Paris, and documenta 14 in Kassel, where the artist created a Pantheon out of banned books on a Nazi book-burning site. A major retrospective of the artist’s work was presented at the Museo de Arte Latinoamericano de Buenos Aires in 2010.



Conceptos Entrelazados Fluo, 2015 is available on Artspace for \$900 or as low as \$80/month

5. This energetic silk-screen integrates various abstract figures made entirely out of brightly colored patterns. One of Minujín's most characteristic styles, the pink, yellow, green, and orange stripes create a unique visual language that engulfs the composition, inviting the viewer to interact directly with color. For just \$900, take home this signed work—and make sure to see the artist's exhibition at New Museum before it closes!