Introduction: Highways of the South

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Highways of the South
Latin American Art Networks

Daniel R. Quiles, Guest Editor

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Editorial Statement

The ARTL@S BULLETIN is a peer-reviewed, transdisciplinary journal devoted to spatial and transnational questions in the history of the arts and literature. The journal promises to never separate methodology and history, and to support innovative research and new methodologies. Its ambition is twofold: 1. a focus on the “transnational” as constituted by exchange between the local and the global or between the national and the international, and 2. an openness to innovation in research methods, particularly the quantitative possibilities offered by digital mapping and data visualization.

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ollowing his appointment as Guggenheim UBS MAP Curator, Latin America in 2013, Pablo León de la Barra produced a series of "dispatches" for the institution's website: reports on the cities, museums, project spaces, and artists' studios that he has visited in his travels around Latin America.1 These posts offer a rare view into the work of the itinerant curator, who comes across valuable information that might otherwise be territorially guarded. In this case, however, de la Barra seems to share everything, exposing his curatorial practice and sometimes-neglected artists to a potentially limitless audience. This social media-era openness also informed his exhibition Under the Same Sun: Art from Latin America Today, organized for the Guggenheim's New York venue. As suggested by the title, Under the Same Sun had to do with connecting artists and works from different countries in the region, across both space and time, into a dynamic network:2

Under the Same Sun is a zone of activation, of tension, where different ideas are put in confrontation with each other. The basic idea for the title comes from thinking about this common ground that could be shared between all these countries which are very different.

We cannot talk about one “Latin America” only. What we can do is talk about a shared common ground and shared intersections that exist between the artists, the works, to a common history that comes from 300 years of colonial occupation by either Spain or Portugal... but also a shared history of modernity, an idea of progress that was very present in the whole of the continent, but also followed by periods of repressive governments—military occupation as well as economic crisis.3

Undergirding this affinitive unity, however, is another network, the product of de la Barra’s networking: the curator as circulatory agent, linking the region together through his geographical movement, intellectual work, and exchanges of creative and financial capital. This lattermost aspect is particularly important, as the exhibition showcased works already purchased by the museum under de la Barra's advisement—his Pan-American optimism is superimposed upon market flows.4

Artistic networks bring into tandem surprisingly divergent perspectives or objectives, in the process unveiling relationships—and hierarchies—between different cities and nations. This issue of ART@S BULLETIN examines international circulations of people, artworks, and

1 To date, the dispatches have focused on Guatemala City (the only city-specific “dispatch”), Costa Rica, Chile, Mexico, Colombia Puerto Rico, and Panama, at http://blogs.guggenheim.org/map/dispatches/ as of December 9, 2014. This project comes out of de la Barra’s long-standing practice of travel photography, which he has periodically exhibited as a digital slideshow work in its own right. See Antonio Sergio Bessa, ed., Beyond the SuperSquare: Art and Architecture in Latin America After Modernism, exh. cat. Bronx Museum (New York: Fordham University Press, 2014).
2 To the extent that a network is devised creatively by the curator, rather than through preexisting or historical connections, de la Barra’s approach echoes that of the “constellation” model employed by Héctor Olea and Mart Carmen Ramirez in their landmark exhibition Heterotopias: medio siglo sin-lugar, 1918-1968. See Daniel R. Quiles, “Exhibition as Network, Network as Curator: Canonizing Art from ‘Latin America,’” ART@S BULLETIN, Vol. 3, No. 1 (Summer 2014): 62-78.
3 The critical reception of the show varied, with some commentators noting that the Guggenheim was "late to the party" in focusing on Latin American art compared with other New York institutions. See Holland Cotter, “Arriving Late to the Party, but Dancing on All the Cliches ‘Under the Same Sun,’ Art From Latin America, at Guggenheim,” The New York Times, June 12, 2014, at http://www.nytimes.com/2014/06/13/arts/design/under-the-same-sun-art-from-latin-america-at-guggenheim.html?_r=0 as of January 19, 2015.


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Introduction
texts that have produced influential networks of modern and contemporary Latin American art. With a trans-historical perspective and contributions from scholars based in six different countries, the aim is to contribute to a presently expanding field of knowledge related to what Kobena Mercer has termed “cosmopolitan modernisms,” while also taking into account the parallel machinations of art history itself.5

The example of Under the Same Sun conflates two types of networks. On the one hand, the show celebrated the curator’s ability to draw connections—to turn works, artists, movements, or cities into nodes in larger conceptual categories that might define the region. On the other, de la Barra’s own, highly successful migrations echo a much longer lineage of real, physical movements between cities and countries that has informed developments in Latin American art from at least the beginnings of modernism, if not well before.

Some of the first publications and shows of art explicitly identified as “Latin American” were organized outside of the region.6 It was the regional liberator Simón Bolívar who first proposed political networks across the Americas at the 1826 Congress of Panama. His rhetoric later informed the First International Conference of American States between 1889–1890, which led to the foundation of the Pan American Union in Washington, D.C. in 1910.7 The PAU hosted the first Pan-American Artistic Conference in September 1917, which initiated “a system of galleries, theaters, and conservatories to promote Pan-American exchange and understanding.”8 If Latin American avant-gardes at this moment sometimes concentrated on identifying nationally specific modernisms, they also sometimes addressed the question of “American” art more broadly.9 Yet much of this initial formation of the field was instantiated by institutions, represented by traveling curators and exhibitions, which were themselves extensions of existing geopolitics, such as the neo-colonialist and “Good Neighbor” phases of the United States’ relationship with the region. Here art has at times served as a branch of “soft diplomacy,” as Claire Fox observes in her book on the Pan American Union in Washington, D.C.:

The . . . ethereal strategy for cultivating “the International Mind” . . . was the shared consumption of high culture. Cognac and piano concertos were not mere perquisites of the diplomatic service; rather, they were like water to fish, invisible yet essential, for culture was the very medium through which diplomacy was supposed to occur… cultural diplomacy should necessarily be “disinterested,” meaning free from the interference of political lines or exigencies.10

Then there is the matter of the more organic circulations that played essential roles in the formation of Latin American modernisms in the same period. Among recent frameworks for such dynamics, “translocality,” an “‘umbrella term’ to describe mobilities and multiple forms of spatial connectedness,” has recently been used to analyze international movement and migration in Latin American art history.11 As is by now well known, the region’s national avant-gardes in the 1920s and 1930s resulted in part from Trans-Atlantic travel and the appropriation and vernacularization of modernist strategies in Europe.12 Such

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7 See Claire F. Fox, Making Art Panamerican: Cultural Policy and the Cold War (Minneapolis: University of Minnesota Press, 2013), xx–xv.
9 For a range of approaches to such material spanning the last 30 years, see Stephanie D’Alessandro, Still More Distant Journeys; The Artistic Emigrations of Lasar Segall, exh. cat. (Chicago: David and Alfred Smart Museum of Art, 1997), Rachel Price, The Object of the Atlantic: Concrete Aesthetics in Cuba, Brazil, and Spain, 1880-1960 (Evansville, IL: Northwestern University Press, 2014), Lowery Stokes Sims, Wifredo Lam and the International Avant-Garde (Austin: University of Texas Press, 2002).
10 This is the case in the text that Natalia de la Rosa considers so closely in this issue, which was addressed to the “new American generation” but ended up being most relevant for Mexican modernist aesthetics. See David Affaro Siqueiros, “Tres llamamientos de orientación actual a los pintores y escultores de la nueva generación americana,” in Vida-Americanas, revista norte centro sudamericana de vanguardia (Barcelona), No. 1 (May 1921): 2–3.
circulation was not limited to correspondence between individual Latin American countries and metropoles like Paris, however—approaches in figuration, for example, such as those of muralism and indigenism, were shared between different countries in the Americas, as the work of Michele Greet and others has made clear.13

Of the many studies that have traced institutional networks in the postwar era, among the most influential to date has been Andrea Giunta’s exhaustive study of the promotion of Argentine art abroad in the 1960s.14 Giunta concludes that such efforts failed in their quest to increase the international legitimacy of Argentine art, but one wonders today if she might reconsider this claim, given the ever-increasing popularity of the country’s abstraction and conceptualism in international museums and the market today (and this argument could be extended to Brazil, Colombia, Chile, Mexico, Peru, Uruguay, and Venezuela, if all the countries of the region). The stakes of international promotion and circulation are not merely spatial; they are subject to the same delays in reception as texts and other forms of artistic expression.

It is no secret that academic writing on Latin American art has frequently followed the lead of curators and exhibitions, but the manner in which circulation or networks might be traced in a scholarly study is necessarily different from that of an exhibition or catalogue. Predecessors of Under the Same Sun, such as The Geometry of Hope and Nexus New York, concentrated on historical circulations of artists, exhibitions and institutional initiatives, redefining the region as they went. Both placed great emphasis on cities rather than entire countries; the former included Paris among the key cities for Latin American art in the 1950s and 1960s, while the latter looked at New York as a refuge for Latin American expatriates in the interwar period.15 Smaller exhibitions, such as Oiticica in London, have argued for this mode of investigation one artist at a time, isolating and unpacking cosmopolitan networks in specific metropoles (such as Oiticica’s connections to exiled Tropicália musicians, his friendship with Guy Brett, and his access to the circle around Signals newspaper and gallery).16

The opportunity that networks provide for reimagining geographical axes of artistic production has perhaps been best exemplified of late by the academic journal ARTMargins, which is devoted to worldwide studies of encounter and exchange. ARTMargins recently published an edited volume on experimental art networks between Latin America and Central and Eastern Europe in the 1970s, edited by Klara Kemp-Welch and Cristina Freire.17 They argue that while both regions experienced similar degrees of marginalization from the North American and Western European art historical narratives . . . constructed in relation to the frameworks dictated by the Cold War,” exchanges between the two regions had to “embrace” a “spectrum of political persuasions . . . from more or less fervent revolutionary communism, to reform communism, to anticommunism.18

Initiatives like ARTMargins (much like the curatorial collective Red Conceptualismos del Sur)
underscore the political stakes of attending to networks and circulations in Latin American art, both historically and in the present.19 They are evidence of an increasing reluctance to isolate or essentialize given countries or the region as a whole—not in the service of outmoded arguments about derivation or belatedness, but to accurately attend to the way that artistic strategies are developed, revised, and shared across borders.

“Highways of the South: Latin American Art Networks” features case studies throughout twentieth and twenty-first century Latin American art. It is positioned against the present surfeit of glib invocations of the “global,” particularly by Northern institutions that until recently displayed open contempt for such an expanded purview yet now aim to capitalize on a hot trend. Certainly, networks, circulation, or historical instances of exchange are not methods in and of themselves. Our hope, however, is that by focusing on circulations as content, the traditional art-historical method of the “case study” might be altered from within. The struggle to elevate the periphery, or even eliminate it completely through the logic of the network, has succeeded—a new, hyper-connected “world art history” is in vogue. The task of altering our modes of inquiry into this newly limitless purview, however, has only begun. The sub-regions examined by this issue’s contributors echo the privileging of wealthier nations such as Mexico, Argentina, Brazil over what Gustavo Buntinx has called the “extreme periphery”: the less examined countries of the Caribbean and Central America as well as Paraguay, Bolivia, and others in South America.20 These exclusions are in no way intentional on my part, but reflect the fact there is still plenty of work to be done—assuming that the next generation of scholars will indeed turn to these nations.21

Focusing on questions of migration, Lauren Kaplan details Argentine artist Emilio Pettoruti’s formative period in Italy and close associations with Cubist, Futurist, and “Return to Order” avant-gardes in Europe. Kaplan argues that Pettoruti is an “international artist” rather than exclusively Argentine or Italian, which she sees as a parallel to his sampling from but never joining the various movements he encountered. Kaplan’s method recuperates a much-maligned biographical approach to art history that values the artist’s life story. In tracing networks, this is to some extent unavoidable, given that geographical movement is, by nature, part of the artist’s biography.22 While normally associated with more traditional methods such as connoisseurship, the question of national identity has new stakes for Latin American art at present. Kaplan’s biographical storytelling conceals a more radical contention: that the network undoes, to some extent, the very category of the “Latin American artist.” Several of the articles in this issue point to this tension at the heart of the field and its presuppositions.

Natalia de la Rosa’s contribution examines a related case of prewar modernism: how the cosmopolitan intellectual milieu of post-World War I in Barcelonainflected David Alfaro Siqueiros’s one-off “little magazine” Vida-Americana, 1921. She argues that Siqueiros was “radicalized” by the conceptual network and international circuits to which he was exposed in Barcelona, where, in parallel to Pettoruti in Italy, he came into contact with futurist and ultraist writers as well as artists in the thrall of the “Return to Order” that had gained popularity in France. These many influences helped shape Siqueiros’s enormously influential manifesto “Three Appeals for a Modern Direction to the New Generation of American Painters and Sculptors,” which was featured in Vida-Americana. De la Rosa points up the irony of an “ex-centric” periphery—

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21 Encouraging signs that this will happen include María Amalia García, “Hegemonies and Models of Cultural Modernization in South America: The Paraguay-Brazil Case,” ARTMargins, Vol. 3, No. 1 (February 2014), 28-54.
the Mexican avant-garde—having one of its key starting points first constituted in a European city by a cosmopolitan network of Latin American and Iberian intellectuals.

German Silveira looks at postwar initiatives to archive Latin American films, and the different conceptions of the region that each set in place. He narrates the transition from the Sección Latinoamericano of Fédération Internationale des Archives du Film (FIAF), which was modeled on the European organization to which it was linked, to l’Union des Cinémathèques d’Amérique Latine (UCAL), an attempt at a strictly regional, autonomous organization positioned against dependence on foreign support or institutions. UCAL anticipates what Red Conceptualismos del Sur have called the “micropolitics of the archive,” which might be rephrased as the “geopolitics of the archive”: how a Latin American patrimony might be identified and protected, what role Northern institutions might have to play (or not), and how different Latin American countries might work together in a South-South network built on common interest and a shared political cinema.

Drawn from her book on Argentine artists who lived and worked in Paris during the 1960s, Isabel Plante’s article considers Lea Lublin’s movements between France, Argentina and Chile between 1966 and 1974.23 The dramatic differences between Lublin’s era and that of Pettoruti, who shocked audiences when he first exhibited modernist painting in Buenos Aires in 1924, are evident in Lublin’s dexterous negotiation of multiple locales. She altered her work and sometimes made significant compromises in order to be shown in dictatorial Buenos Aires and Santa Fe, socialist Santiago, and Paris circa 1968. One only need consider how Lublin’s signature environment, Fluvio subtunal, 1969, dialogues with Marta Minujín and Rubén Santantonin’s La menesunda, 1965, for a sense of the complex dynamics of 1960s cosmopolitanism. Minujín’s encounters with Nouveau Réalisme, happenings and environments in Paris deeply informed her 1965 environment in Buenos Aires, which was used by the Instituto Torcuato di Tella to promote Argentine art on the global stage. Lublin enhanced her similarly playful, interactive environment, in this case in Santa Fe, with cybernetics, which was at that time equally in vogue in Argentina and Paris. Lublin certainly anticipates contemporary artists who adapt their work to heterogeneous platforms within a global panorama of biennials and art fairs.

Aimé Iglesias Lukin examines the radicalization of the Latin American artist community in New York at the start of the 1970s through Contrabienal, an artist book-cum-catalogue-cum-protest against the 1971 Bienal de São Paulo. Her article shares common ground with Plante’s in looking at the nascent conceptualism among expatriate Latin American artists at this time. This is an example of a South-South network that was nonetheless reliant on a Northern center such as New York to catalyze its associations and activism—one that was inspired in part by the city’s woeful treatment of Latin American artists.24 Her article features an incipient critique of Luis Camnitzer’s distinction between a “conceptualism” produced on the periphery and what he terms “mainstream concept art”—the allegedly formalist and apolitical conceptual practices of global centers. If inarguably “mainstream” artists such as Gordon Matta-Clark (in a rare indication of his Chilean background as the son of the artist Matta) could have played such an important role in the boycott of the Bienal de São Paulo, and Contrabienal could have been produced in the new “center” of global art production, we might begin to produce a more complicated picture of the politicized “conceptualist” impulse in this period, one shared between contexts and practitioners of divergent sensibilities. Contrabienal is also part and parcel of New York’s ability to gather together, and collectivize, both Latin Americans and Latinos/as

23 See also Isabel Plante, Argentinos de París: Arte y viajes culturales durante los años sesenta (Buenos Aires: Edhasa, 2013).

24 There is, of course, no hard and fast rule that South-South networks must necessarily form in Northern centers. Guatemala City and Mexico City, for example, served as gathering points for the region’s leftists and intellectuals at different moments in the postwar period—Guatemala prior to the military coup orchestrated by the United Fruit Company in 1954, and D.F. in the 1960s and 1970s when, despite its democratically elected government’s tragic instances of repression against student protesters, the country sheltered many exiles from dictatorships in the Southern Cone.
Highways of the South (born in the United States of Latin American decent), in its proximity to initiatives such as the Museo del Barrio.

In a co-authored study, Camila Maroja and Abigail Winograd examine an instance of circulation and revision of curatorial models for surveys of Latin American modern and contemporary art. To some extent, this story is something of an inheritance between the era of the 1960s and 1970s and the present-day expansion of the field. Frederico Morais, the Brazilian curator behind the first Mercosur Biennial, first began working in the 1970s, and from the outset his goal was to group together the art of different Latin American countries. His 1980 proposal, with Aracy Amaral, to replace the Bienal de São Paulo with a Latin American Biennial (that planned, interestingly, to include artists from other parts of the world as well) was a direct predecessor of Mercosur. Yet only two years earlier, at the Amaral-curated Bienal Latino-Americana de São Paulo (which replaced a Brazil-only biennial, not the international Bienal de São Paulo itself), Hélio Oiticica, one of the most prominent artists in the institution, expressed his disdain for this sort of grouping, arguing in a statement that “Brazil has nothing to do with Peru.”25 The proximity of Morais’s “vectorial” organization of the art history of the region and Héctor Olea and Mari Carmen Ramírez’s “consellations” for their Heterotopias / Inverted Utopias exhibitions exemplifies not only how ideas are shared in the field, but how they are debated and revised as they migrate between countries, venues and titles. Maroja and Winograd call welcome attention to the curatorial network shared by Morais and Ramírez—one that has redefined both the canon and the market for Latin American modern and postwar art.

Finally, in a contribution to ARTL@S Bulletin’s practice-oriented “Projects” section, Sarah Poppel’s interview of the Brazilian artist Anna Bella Geiger addresses the dramatic changes in postwar Latin American art from the perspective of an individual. Detailing her own formation within the Brazilian academy, Geiger points to the central role that World War II-era migration played for art that would emerge as late as the 1960s and 1970s. In particular, Geiger identifies pedagogy—both in terms of her educators and her own ambitions as a teacher in her own right—as a discursive site around which key ideas initiated in the Western European context were disseminated in Brasilia and Rio de Janeiro in the 1950s. These personal reflections on the challenges of being simultaneously scholar, artist and mother enrich our reading of her 1970s map-based works, providing a path beyond homogenizing associations with global conceptualisms.

Geiger, to whom we extend our gratitude for participating in this issue, is one of many artists who emerged in the 1950s and 1960s that anticipate the contemporary, itinerant “Latin American artist,” who may live “between Mexico City and Berlin” or some such combination of neo-centers. In looking to networks and circulations in Latin American art, we excavate the prehistory of our biennialized present, in which Latin America is, paradoxically, characterized more than ever as a delimited, specific region and at the same time infiltrated more than ever by globalized institutions and markets. To pinpoint the hierarchies of power, and therefore the politics, within this translocality is the task of this issue’s writers, as well as that of future art historians of the region.