

# EULÀLIA GRAU

## THE REBELLION OF THE LOOK

24.11.2022 – 12.01.2023

Mayoral presents a solo exhibition by Eulàlia Grau, consisting of a selection of seven pieces from the series *Etnografies (Ethnographies)* in which the artist denounced the submission, injustice and repression to which society was subjected in the last years of the late Franco regime. The use of materials taken from the written press to provide a criticism of capitalism, mass consumerism, sexism and the dictatorship converted her into a leading artist, who triggered an alternative, rebellious and, above all, free look.

Eulàlia Grau (Terrassa, 1946) is an artist who unequivocally affirms: "I have always been convinced about what I was doing and I still am". The criticism and authenticity that her work transmits responds to deep convictions and to the need to talk about a world in which people lived in the light of their own indignation.

The exhibition includes the collaboration of Assumpta Bassas, who wrote the essay. Undertaking the exercise that her pieces demand, she shows us how Eulàlia talks about subjects — which are moreover currently very topical— with the critical, sardonic spirit full of nuances which characterizes her: the power relations of allied fascist and religious ideologies in *La conquesta de l'espai (The conquest of space)*, the hypocrisy of western business with countries which violate human rights in works like *Cafès Brasil (Brazil Coffees)*, the sexist and classist ideology in advertising and in the culture of sport in *Caps, calces i mitjons (Heads, panties and socks)* and *Menú (Menu)*, the domestication of the masses and the annulment of critical thought in *Multitud (Multitude)*, the virile culture of struggle which infiltrates our education from the youngest age, especially that of men in the piece *Soldadets (Soldiers)* and, finally, the constant threat of war



and violence against human and planetary life in *Avions de bombardeig (Bombers)*.

Eulàlia thus forces the spectator to look further. She used her archive of images cut from the media to create photomontages, compositions which she had enlarged and emulsified on canvas in Switzerland and which she then placed on frames, where she retouched the image with anilines, acrylics or using a more opaque type of paint, depending on whether she decided to obtain a certain transparency, to work on certain areas with spot colours, or to outline with gradients, emulating pictorial procedures from tradition. As Assumpta Bassas shows us, the result is compositions in which "The limits cut from the images, the narrative and disruptive ellipses of the scenes, often force us to rethink what we are looking at in order to relate and understand it. In many compositions we detect visual ideas characteristic of the world of information graphics, but also of comics and film".

Eulàlia Grau, also known as Eulàlia, began to study Fine Arts in Barcelona, but dropped out to study film at Sala Aixelà and then Escola Eina. In Milan she collaborated with the Olivetti design studio. From 1972-74 she produced the series *Etnografies (Ethnographies)* and had her first exhibitions. In the mid-1980s, after spending time in Germany, she moved to Japan and to China in a stay which lasted until the end of the 1990s. On returning to Barcelona, she resumed her artistic activity. In 2013, the MACBA presented the exhibition "Eulàlia Grau. Mai no he pintat àngels daurats" ("Eulàlia Grau. I Have Never Painted Golden Angels"), and in 2015 she was included in the exhibition "The World Goes Pop" at the Tate Modern in London.

Mayoral founded in 1989, is a gallery located in Barcelona and Paris. The gallery articulates an intergenerational exhibition programme focused on the best of post-war and contemporary Spanish art, promoting artists such as Tàpies, Chillida, Millares, Saura, Zóbel, Francés and Chordà, alongside works by key twentieth-century avant-garde artists such as Miró and Picasso, and the best of today's generation with names such as Macarrón, Oliver and Pratts.

The gallery develops projects that are rigorously curated and grow out of an exhaustive process of research. The gallery relies upon the support of the artists' families, foundations and other institutions as well as collectors and museums, both public and private, when it comes to accomplishing its mission.

The gallery participates in art fairs such as Art|Basel Miami Beach, Art|Basel Hong Kong, TEFAF Maastricht, TEFAF New York and ARCOmadrid.

### 1. *La conquesta de l'espai (Etnografia) (The conquest of space [Ethnography])* (1973)

Photographic emulsion, aniline and acrylic paint on canvas  
113.5 × 143.3 cm

### 2. *Cafès Brasil (Etnografia) (Cafès Brasil [Ethnography])* (1972)

Photographic emulsion and acrylic paint on canvas  
135 × 120 cm