

Lovay Fine Arts

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GRETTA SARFATY
Transforms

15.09 - 28.10. 2023

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KODAK SAFETY FILM

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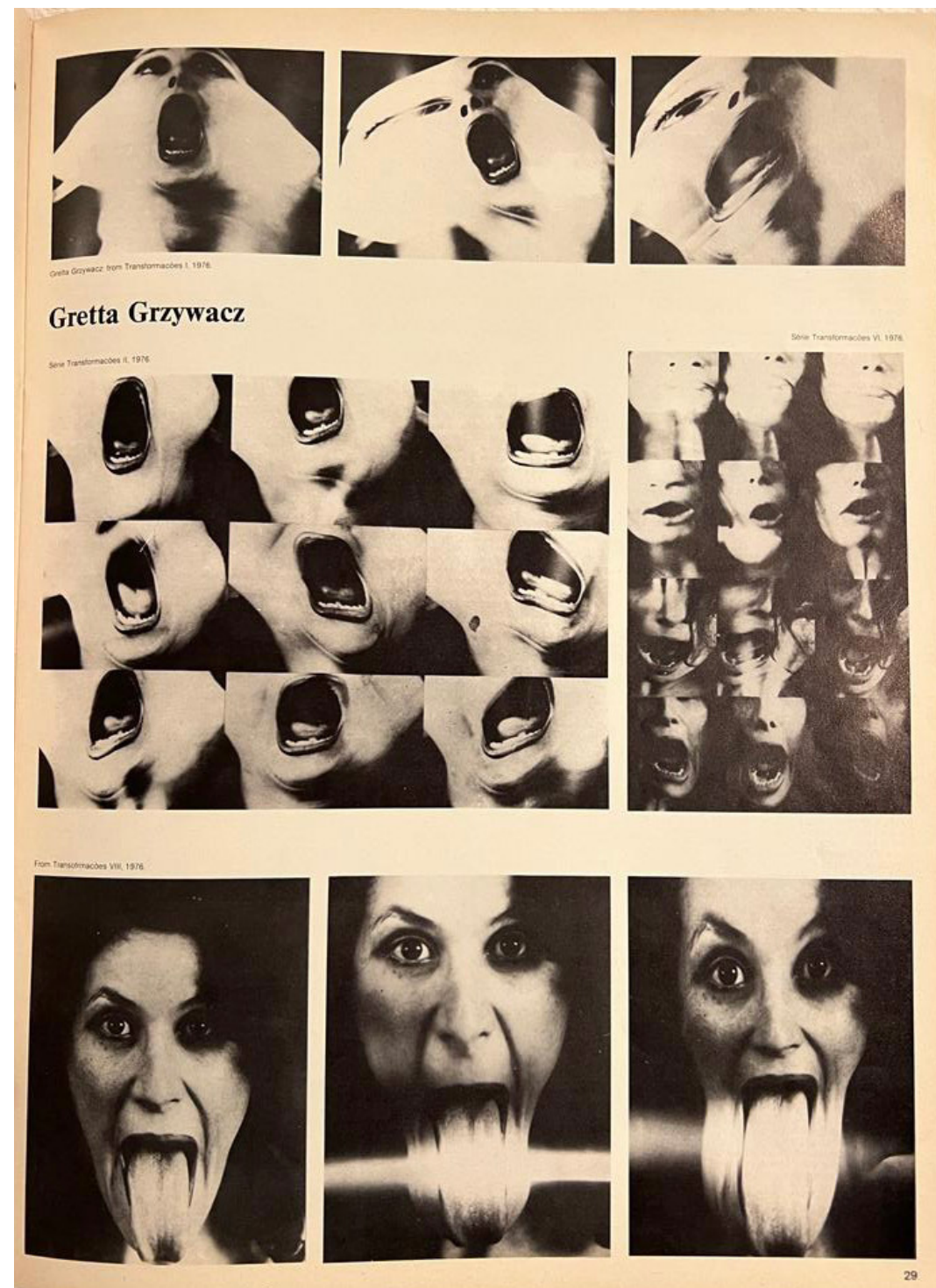


Lovay Fine Arts is pleased to present the first exhibition of the pioneering Brazilian artist Gretta Sarfaty in Switzerland. We are presenting a group of historical paintings and photographs from the years 1975 to 1977; as well as a reenactment of *Evocative Recollections*, performed for the first time at the Centre Pompidou in 1979.

Our show focuses on Sarfaty's historical *Transformations* series. Based on photographs the artist entitled "auto-photos", these paintings use the language of Pop Art (at the time in its heyday) as a feminist critique of the movement.

The artist depicts the "deformation" of her own face, bringing disquiet about the feminine, as she battles for the right to her own body through the construction of an androgynous presence.

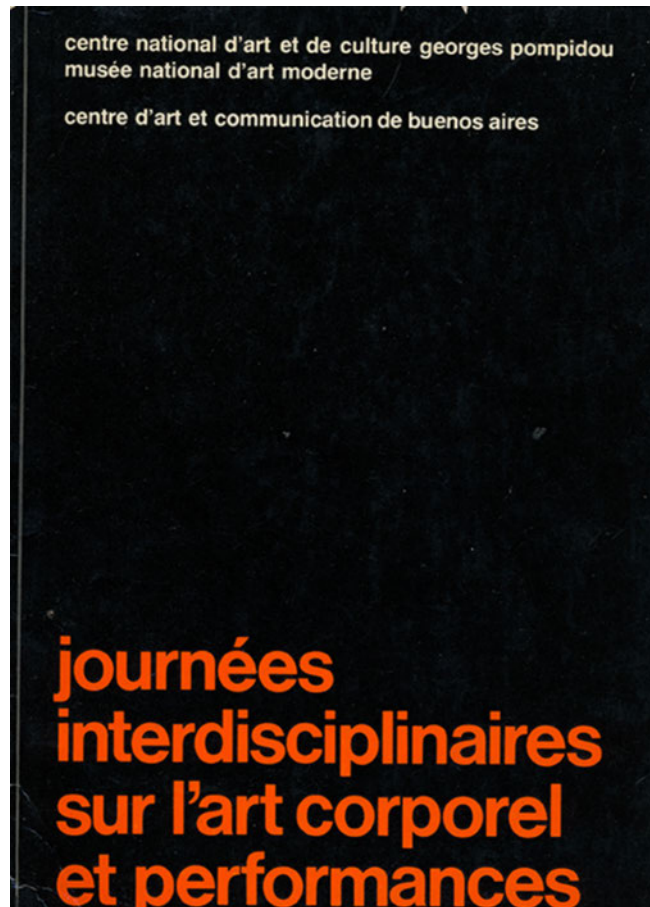




Catalogue for the performance festival

Journées interdisciplinaires sur l'art corporel et performances

Centre Georges Pompidou, Musée national d'art moderne, February 1979



Critiques et Théoriciens	Artistes
Juan Acha Gregory Battcock Rene Berger Florent Bex Dany Bloch Germano Celant Alejandro Cirici Pellicer Urszula Czartoryska Gillo Dorfles Jorge Glusberg Otto Hahn Christos Joachimides Julie Lawson Abraham Moles Jacques Monnier Alain Sayag Jean Pierre Van Tieghem Lea Vergine Francesc Vicens	Vito Acconci José Roberto Aguilar Ian Breakwell Pierpaolo Calzolari Giuseppe Chiari Michael Druks Benni Efrat Hervé Fischer Fred Forest Jochen Gerz Dan Graham Gretta - Alegre Sarfaty Richard Kriesche Jacques Lennep Les Levine Lea Lublin Leopoldo Maler Bruce Mc Lean Mario Merz Gerald Minkoff Marta Minujin Antonio Muntadas Hermann Nitsch Dennis Oppenheim Orlan Jean Otth Nam June Paik Gina Pane Valie Export Katsuhiko Yamaguchi

Recently, Sarfaty's work has had a new phase of recognition, starting with an exhibition at Central Galeria in São Paulo in 2019, the republication of her seminal artist book *Auto-Photos*; followed by Galeria Nuno Centeno in Porto in 2022.

New major acquisitions by Serralves Museum, Porto, PT; Reina Sophia, Madrid SP; Pinacoteca do Estado de São Paulo BR; and the Hall Foundation, Vermont, US.

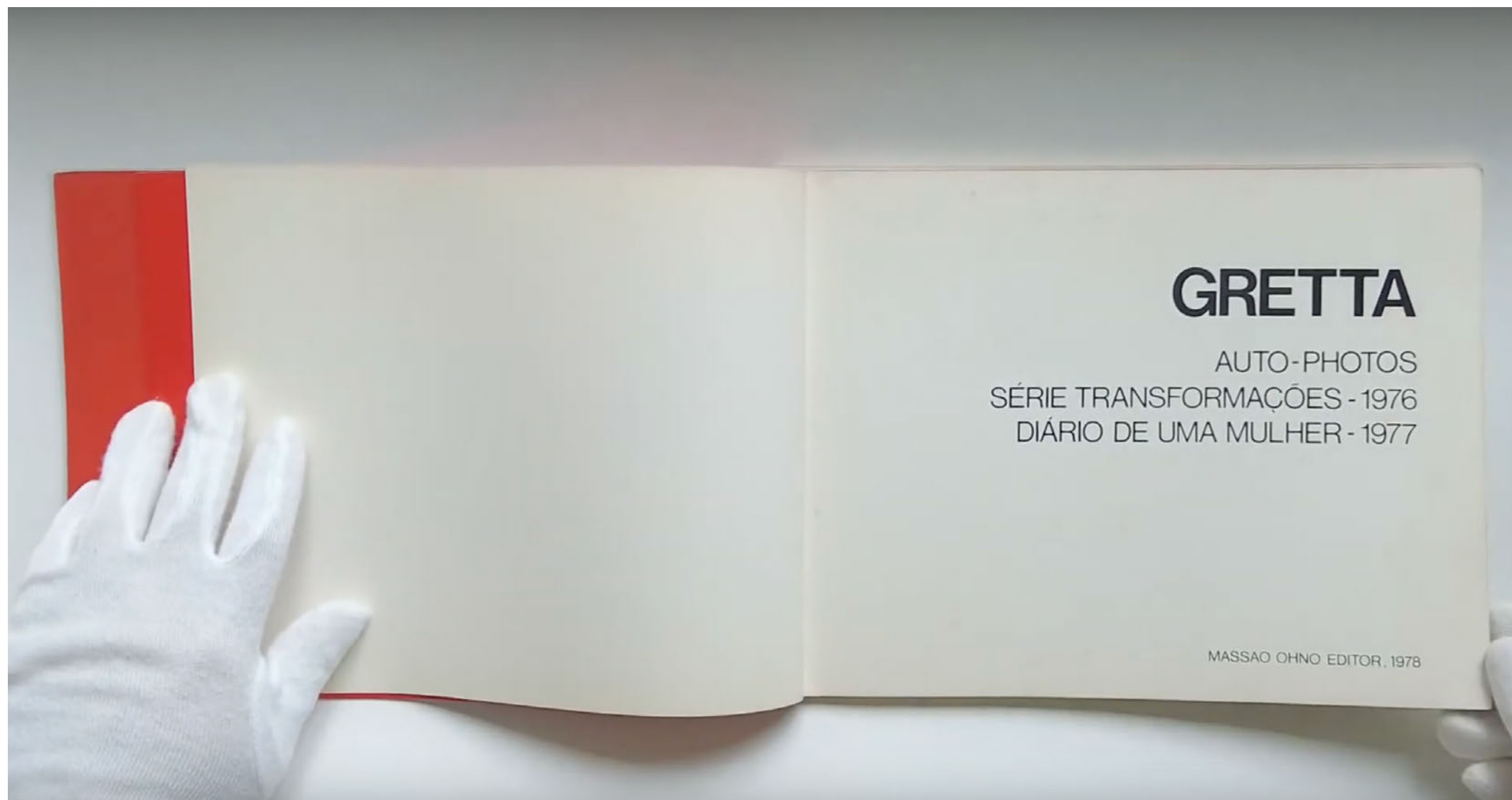
Sarfaty has been questioning and undermining stereotypical images of women through various media since the early 1970s. She began with her *Metamorphosis* series of paintings and drawings of bodies in process of psychological and physical transition, laying the foundation for her future work.

In 1974 she founded the Collective Grupo Gral, including Gretta Grzywacz (Sarfaty herself), Rosa Figueiredo de Albuquerque, Astarté Giesbrecht and Lya Amaral Souza). In the years that followed, she developed several correlated series (*Auto-Fotos*, 1975; *Transformations*, 1976; *A Woman's Diary*, 1977), which she eventually brought together in the artist's book *Auto-Photos* in 1978 (republished in 2021).

Sarfaty expanded her performative and photographic practice by transferring the resulting images into prints, drawings, and oil painting. This serial practice of edition and reproduction is at the core of her practice.

Original cover of
Auto-Photos, 1978





Auto . Photos da Série Transformações:

I
II
III



In the 1960's and 70's, female artists began to break down the hegemonic male gaze more visibly by taking over the representation of the female body through their own perspective.

Artists like Carolee Schneeman, Yayoi Kusama or Shigeo Kubota were mainly addressing this matter with performance. Meanwhile, Sarfaty (at the same time as artists such as Friederike Pezold in Austria, Geta Brătescu in Romania or Cindy Sherman in the USA) used photography and auto-fiction to take control and expand on the representation of women.

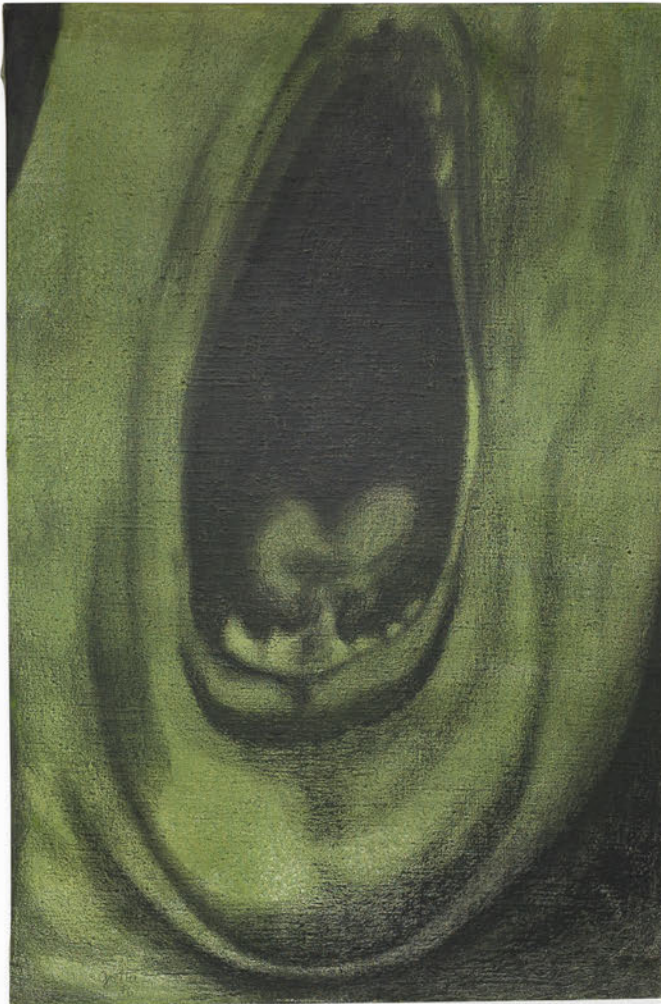
In front of her own camera, Gretta Sarfaty proclaims herself as an autonomous artist. She addresses the viewer directly by staring, facing or even screaming at the audience.



Early on in her career she was one of the few women participating at a formative performance festival at Centre Georges Pompidou (1979) in Paris, the *Journées interdisciplinaires sur l'art corporel et performances* (with Dan Graham, Lea Lubin and VALIE EXPORT among 30 artists).

In the early 1980's Sarfaty moved to New York City where she developed further her painting practice of self-portrait and analysis of gendered relationships. Notably with the series *My Single Life in New York*, 1984-1987. She also became an active cultural activist and organized various curatorial projects notably with Willoughby Sharp (1936 –2008); and was co-founder and co-editor of the conceptual art publication “Avalanche Magazine”.

Paintings



Gretta Sarfatz

Transformations II (Triptych), 1976

Oil on canvas

81 x 180 cm (81 x 54 cm each element)



Gretta Sarfaty

Transformations V-A, 1977

Oil on paper bonded on wooden fiberboard

92 x 120 cm (46x 60 cm each element)



Gretta Sarfati

Transformations XII-A, 1977

Oil on paper bonded on wooden fiberboard

83 x 120 cm (41,5 x 60 cm each element)

Gretta Sarfati
***Transformations XII-XIII*, 1975**
Acrylic and graphite on canvas
99,5 x 79,5 cm





Gretta Sarfaty

Transformations I-V, 1975-1976

Acrylic and graphite on canvas

79 x 114 cm



Gretta Sarfaty

Transformations II, 1975-1976

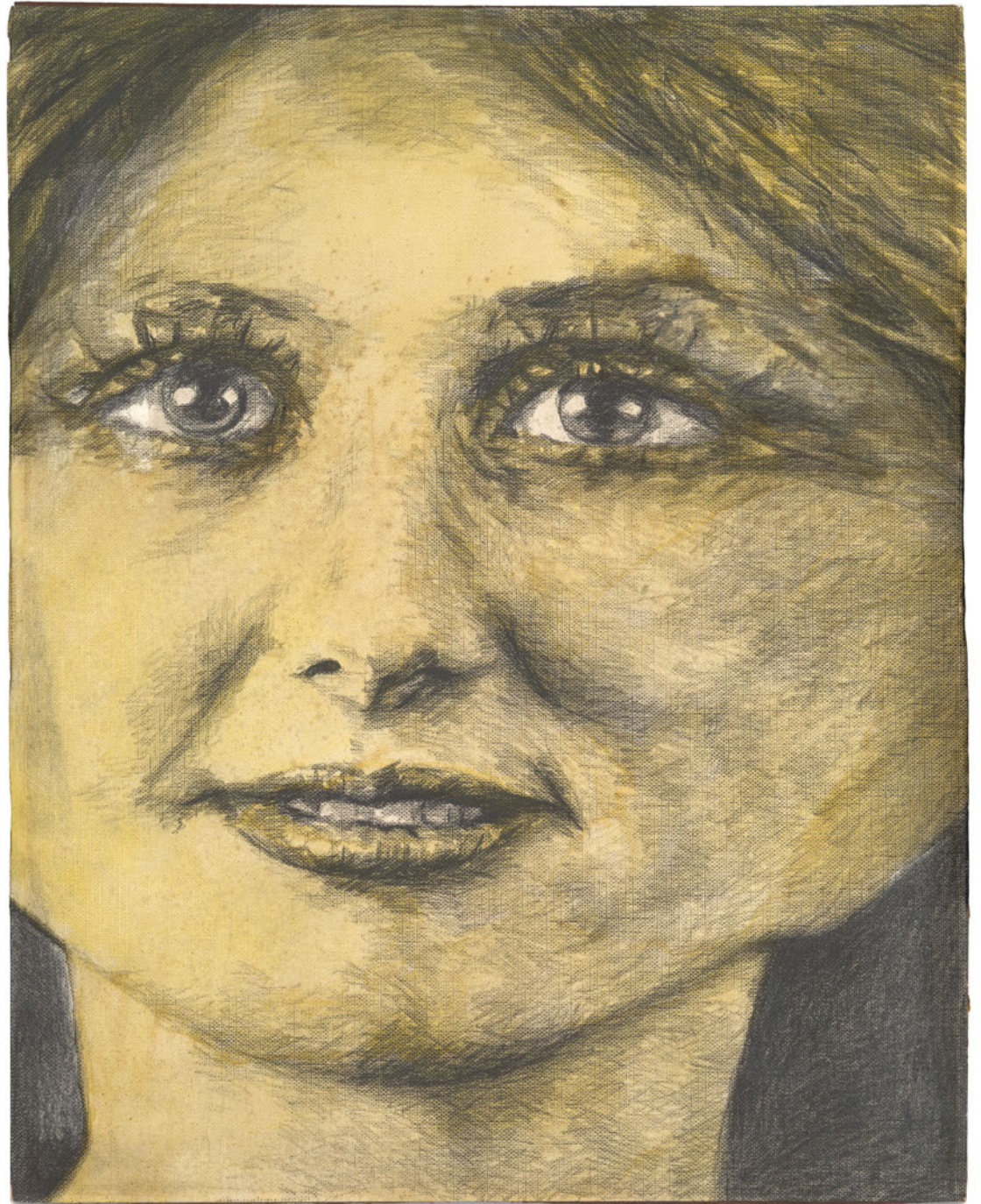
Oil on canvas

54 x 81 cm

Gretta Sarfati

***Auto-Photos II, S/D* (c. 1975)**

Acrylic and graphite on screened paper on wooden fiberboard
50 x 40,5 cm





Gretta Sarfaty

Transformations V-C (Detail), 1977

Crayon and oil on screened paper

30,5 x 45,5 cm (48 x 68 Framed)

Photographs

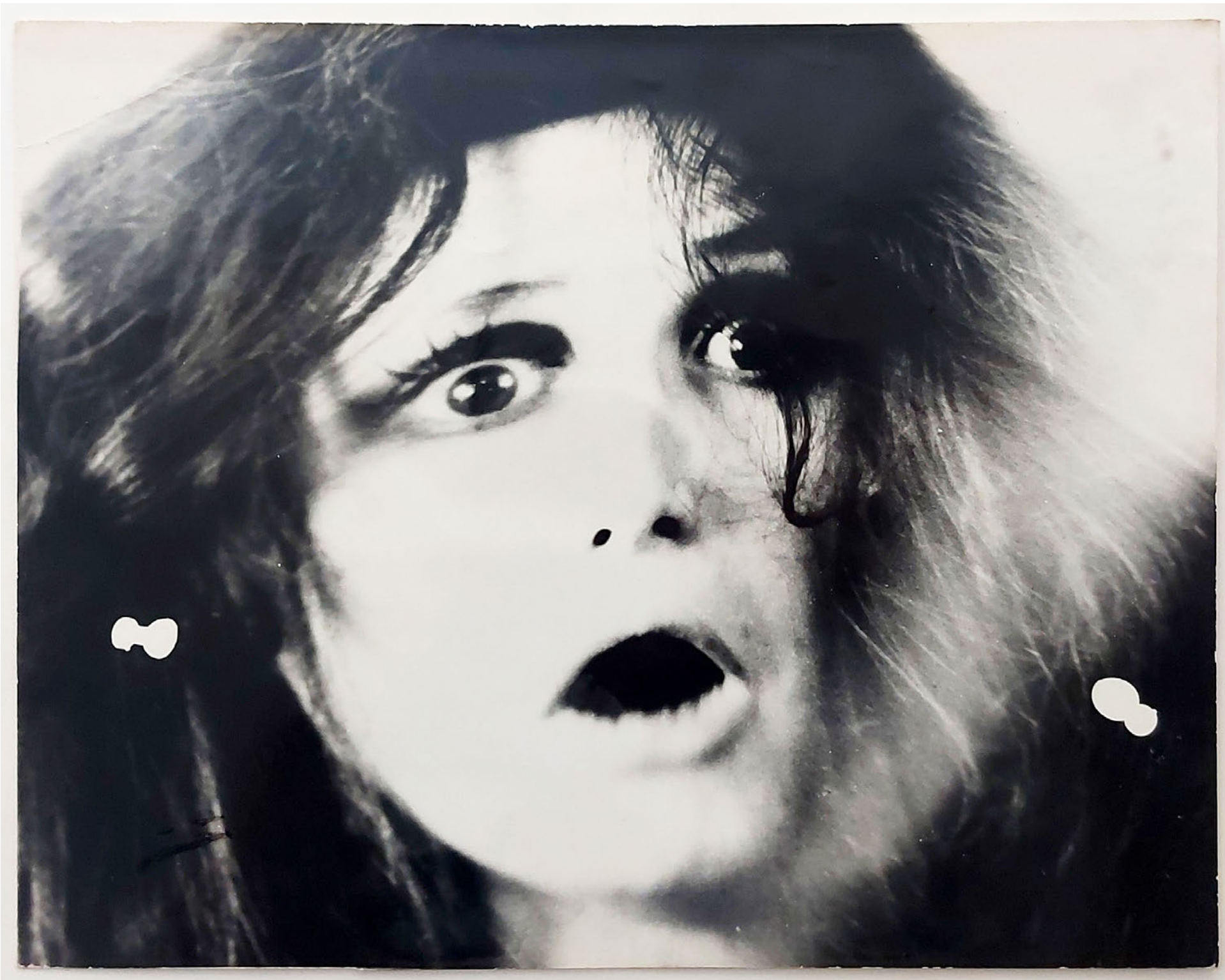


Gretta Sarfati

Transformations V, 1976

Gelatin silver print on photographic paper

18 x 22,8 cm, 38 x 38 cm (framed)



Gretta Sarfati

Autoportrait, 1976

Gelatin silver print on photographic paper

24 x 30 cm, 35,5 x 45 cm (framed)





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Gretta Sarfatty

***Transformations I*, 1976**

Printed 2023

Mineral pigment print on cotton paper

41 x 55 cm (image), 61 x 75 cm (paper), 63,8 x 76,5 cm (framed)

Edition of 3



Photolithographs on acetate

The photolithographs on acetate are printings films Sarfaty used in 1977-1978 to edit and print the book *Auto-Photos* published in 1978.

Today the artist created a new set up to exhibit those prints within the gallery space. Each of these unique works can be framed with colored backgrounds.





Gretta Sarfaty

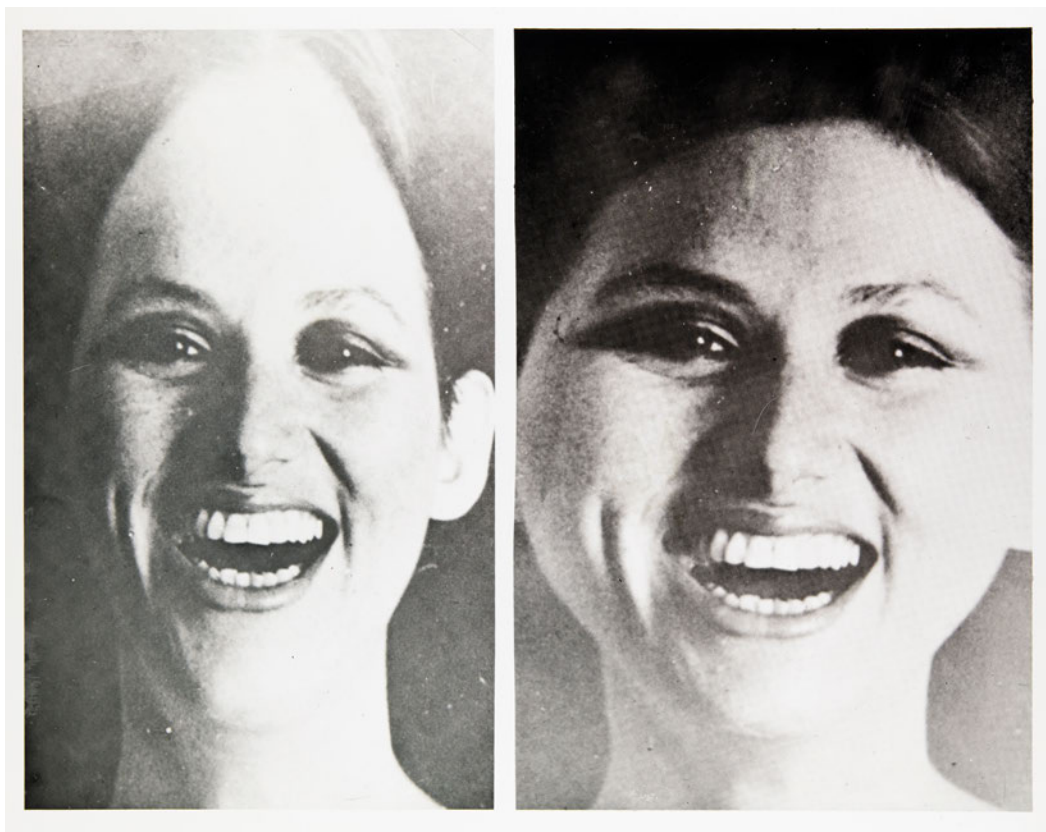
Transformations IX (Detail), 1976

Photolithography on acetate

20 × 26.3 cm

37.5 × 43 cm framed and mounted on a colored acid free paper

Unique



Gretta Sarfaty

Transformations IX (Detail), 1976

Photolithography on acetate

20 × 26.3 cm

37.5 × 43 cm framed and mounted on a colored acid free paper

Unique



Gretta Sarfaty

Auto-Photos Book Cover, 1976

Photolithograph on acetate

20,5 x 26,5 cm (image), 28,8 x 21,6 cm (paper)

Unique



Gretta Sarfaty

Transformations I (Detail, negative), 1976

Photolithography on Acetate

18 x 23,5 cm (image), 20,8 x 27 cm (paper)

Unique



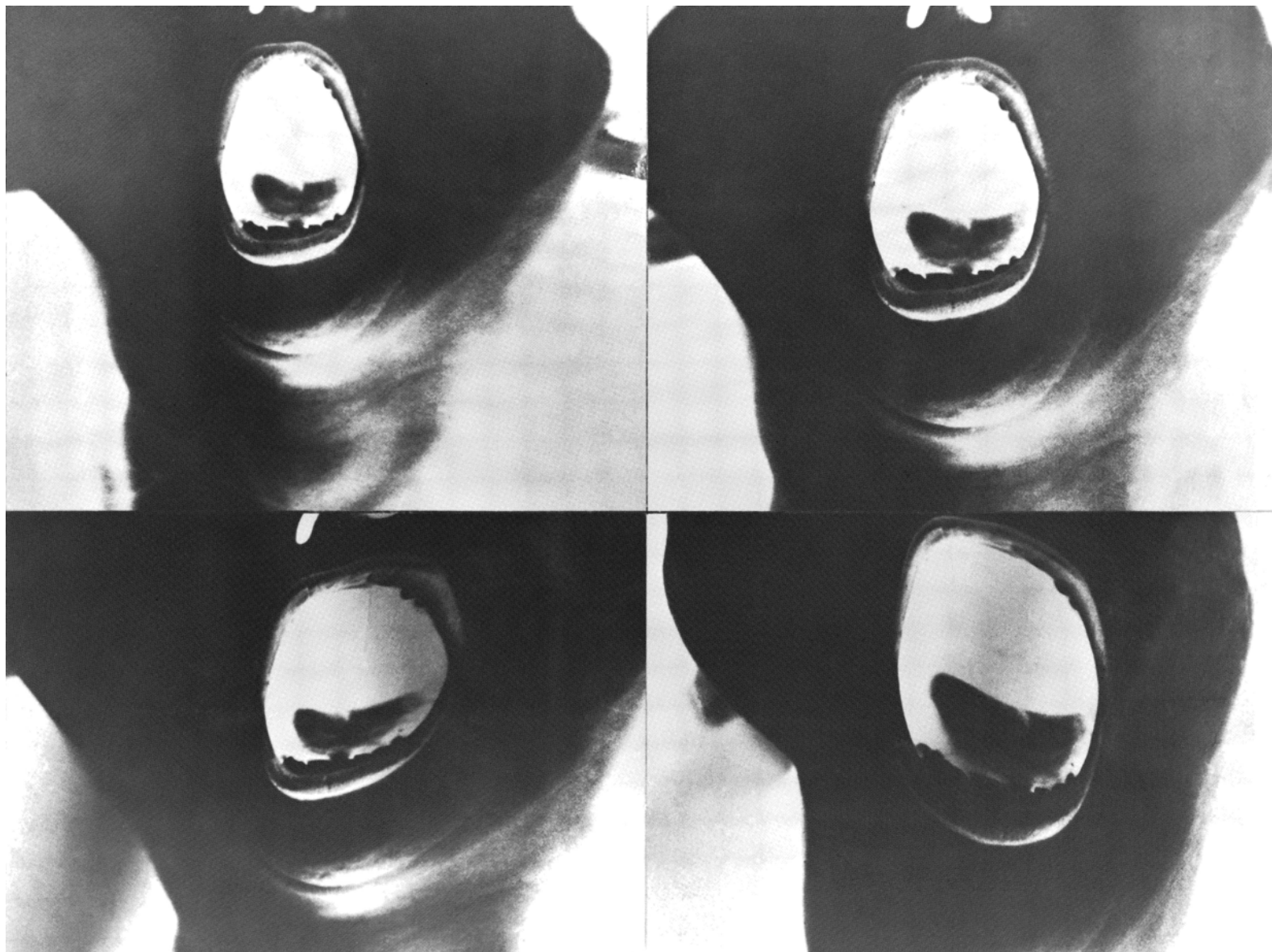
Gretta Sarfaty

Transformations III, 1976

Photolithography on Acetate

18,5 x 2 cm (image), 20,8x 23,5 cm (paper)

Unique



Gretta Sarfaty

***Transformations III (Negative)*, 1976**

Photolithography on Acetate

18,5 x 2 cm (image), 20,8x 23,5 cm (paper)

Unique



Gretta Sarfaty

Transformations IV (Detail), 1976

Photolithography on acetate

20.5 × 26.3 cm

Unique

Gretta Sarfaty
***Transformations IV*, 1976**
Photolithography on acetate
20.2 × 7.5 cm
Unique





Gretta Sarfaty

***Transformations V*, 1976**

Photolithography on acetate

20.5 × 26 cm

Unique



Gretta Sarfaty

***Transformations V (Negative)*, 1976**

Photolithography on acetate

21 × 26.5 cm

Unique



Gretta Sarfaty

Transformations VI, 1976

Photolithography on acetate

11.7 × 25.5 cm

Unique



Gretta Sarfaty

Transformations VII (Five Faces), 1976

Photolithography on acetate

7.5 × 26 cm

Unique



Gretta Sarfaty

Transformations IX (Detail, Negative), 1976

Photolithography on acetate

21 × 26 cm

Unique



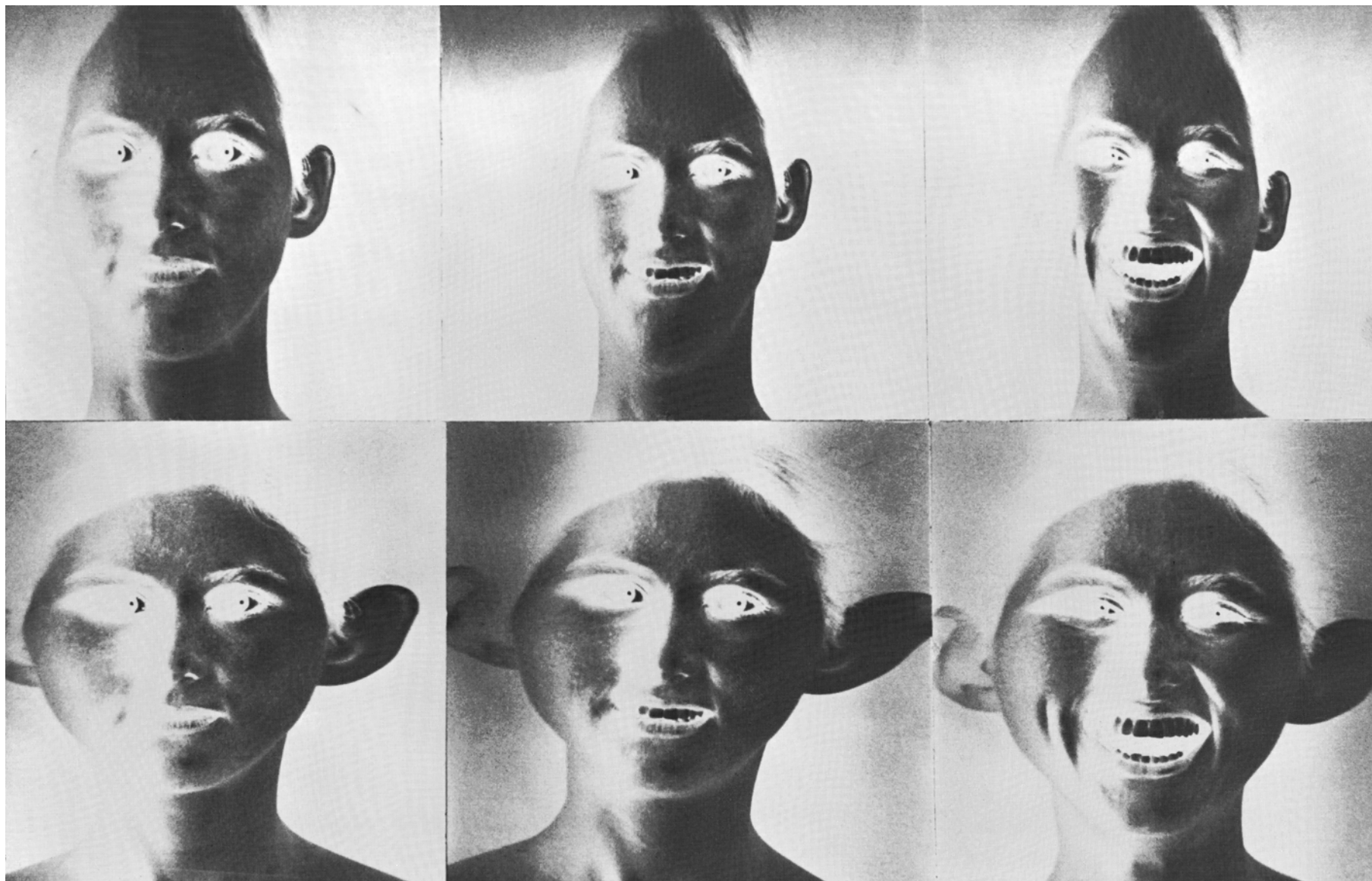
Gretta Sarfati

Transformations IX, 1976

Photolithography on acetate

17,8 x 26 cm

Unique



Gretta Sarfati

Transformations IX, 1976

Photolithography on acetate

21 x 26 cm

Unique



Gretta Sarfaty

A Woman's Diary I (Detail 1), 1977

Photolithography on acetate

20.5 × 26.5 cm

Unique



Gretta Sarfaty

A Woman's Diary I (Detail 2), 1977

Photolithography on acetate

20.5 × 26.5 cm

Unique