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**FOR IMMEDIATE RELEASE**  
**Tuesday, July 28, 2015**

**THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES, PRESENTS**  
***MAGDALENA FERNÁNDEZ***

**THE FIRST MAJOR U.S. MUSEUM EXHIBITION OF WORK BY THE INFLUENTIAL VENEZUELAN ARTIST**

**October 3, 2015–January 3, 2016**  
**MOCA Pacific Design Center**



**LOS ANGELES**—The Museum of Contemporary Art, Los Angeles, presents *Magdalena Fernández*, the first major museum exhibition of the artist's work presented in the United States. Organized by Alma Ruiz, *Magdalena Fernández* features six videos and one site-specific installation by the artist at MOCA Pacific Design Center in West Hollywood.

A well-known and influential Venezuelan artist, Fernández has built her practice upon the foundation of Latin American modernist abstraction that took root in her native country at the beginning of the 20th century. Fernández's multidisciplinary work incorporates light, movement, and sound, following traditions established by renowned compatriot artists Gego (1912–94), Alejandro Otero (1921–90), and Jesús Rafael Soto (1923–2005).

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Fernández's artistic practice is deeply connected to the natural world, especially the tropical fauna and flora of her hometown of Caracas, as well as to formal modernist sensibilities. Her extensive background in graphic design—acquired as a student at the Instituto de Diseño, Fundación Neumann, and later as a designer in the studio of minimalist Italian architect-designer AG Fronzoni (1923–2002)—has greatly influenced the visual, sensorial, and experiential aspects that distinguish her work. Art historian Julia P. Herzberg describes Fernández as “one of the most innovative exponents of contemporary geometric abstraction in the Americas.”

In the video *1pm006 (Ara ararauna)* (2006), Fernández creates temporary disorder in an otherwise disciplined composition of vivid blue, yellow, and green geometric shapes abruptly shifting in concert with the strident sounds of the macaw, a tropical bird found in native Venezuela. *1pmS011* (2011), a video from the Mobile Paintings series, uses the sound frequencies of frogs, birds, and a crowing rooster to animate abstract geometric imagery. In this work, Fernández layers rows of white dots of varying dimensions over a black background to achieve a moiré effect. The video alludes to Jesús Rafael Soto's early optical works, specifically *Déplacement d'un élément lumineux* (1954). Fernández's installation *2i015 (Luciérnaga)* (2015), created for this exhibition, activates the stairs leading up to the second-floor gallery. Reminiscent of fireflies, the flickering LED lights in this dramatic work will guide visitors through a darkened environment to create the effect of walking in an open field on a summer night.

The method Fernández uses to title her works is both scientific and intuitive. Each work that she makes within a specific year is numbered sequentially beginning with the numeral 1. Lowercase letters, as the second component of her titles, indicate the medium of the artwork; for example, *e* represents *estructura* (structure) and *i* stands for *instalación* (installation). Fernández also uses lowercase initials to designate particular series, such as *pm* for *pintura móvil* (mobile painting) or *dm* for *dibujo móvil* (mobile drawing). When referencing artists, she will include their initials; *PM* signifies Piet Mondrian and *S* is for Jesús Rafael Soto. The last three numbers of her titles indicate the year the work was completed; e.g., *006* for 2006 and *011* for 2011. Finally, scientific names of relevant animals are included in parentheses. As one becomes familiar with Fernández's system, the titles and the process of decoding them offer a way to further engage with her constellation of ideas.

**Magdalena Fernández** (b. 1964, Caracas; lives and works in Caracas) has been featured in solo and group exhibitions at galleries and museums throughout the world, including Instituto de Canarias Cabrera Pinto, Canary Islands, and the Bronx Museum of the Arts, New York (both 2014); Museo Universitario del Chopo, Mexico City (2012); Haus Konstruktiv, Zurich, and Muzeum Sztuki, Lodz, Poland (both 2010); and Cisneros Fontanals Art Foundation, Miami, and Museo de Arte Contemporáneo, Caracas (both 2006). In 2009, she represented Venezuela at the 53rd Venice Biennale.

*Magdalena Fernández* is organized by curator Alma Ruiz and The Museum of Contemporary Art, Los Angeles.

Generous support for MOCA Pacific Design Center is provided by Charles S. Cohen.

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Image credit: Magdalena Fernández, *2i015* (3D rendering), 2015, LED lights, dimensions variable, rendering by aptoverde.info, courtesy of the artist

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Please check [moca.org](http://moca.org) for updates on related programming.

## **RELATED PROGRAMS**

### **MEMBERS' OPENING**

Friday, October 2, 7-9pm

MOCA Pacific Design Center

FREE for MOCA members; no reservations necessary

INFO 213/621-1794 or [membership@moca.org](mailto:membership@moca.org)

### **ART TALK: MAGDALENA FERNÁNDEZ AND ALMA RUIZ**

Sunday, October 4, 3pm

West Hollywood Council Chambers

625 N. San Vicente Blvd.

West Hollywood, CA 90069

FREE

### **ALSO OPENING AT MOCA**

*Matthew Barney: RIVER OF FUNDAMENT*

September 13, 2015–January 18, 2016

The Geffen Contemporary at MOCA

*Matthew Barney: RIVER OF FUNDAMENT* is Barney's first major solo museum exhibition in Los Angeles. *River of Fundament* (2014) is one of Barney's most challenging and ambitious projects to date, and his largest filmic undertaking since the renowned, five-part *CREMASTER* film cycle (1994–2002). The eponymous exhibition comprises the epiclength, operatic film *River of Fundament*, which screens in a cinema made specifically for The Geffen Contemporary at MOCA, and approximately 85 works inspired by or made in conjunction with the film, including large-scale sculptures weighing up to 25 tons, drawings, photographs, and vitrines. Nearly seven years in the making, the film tells a story of regeneration and rebirth inspired by *Ancient Evenings* (1983), Norman Mailer's sprawling, provocative novel set in ancient Egypt. Conceived as a nontraditional opera written in collaboration with composer Jonathan Bepler, the film combines documentary footage of live performances mounted by Barney and Bepler in Los Angeles, Detroit, and New York, with scripted scenes filmed in a recreation of Mailer's Brooklyn home and in a subterranean river of feces. Over three feature-length acts, the imagined character of Norman Mailer appears as a protagonist in different incarnations, including one portrayed by Mailer's son, John Buffalo. In a parallel narrative, three American automobiles are transmogrified.

## **THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)**

**About MOCA:** Founded in 1979, MOCA's vision is to be the defining museum of contemporary art. In a relatively short period of time, MOCA has achieved astonishing growth with three Los Angeles locations of architectural renown; a world-class permanent collection of more than 6,800 objects, international in scope and among the finest in the world; hallmark education programs that are widely emulated; award-winning publications that present original scholarship; groundbreaking monographic, touring, and thematic exhibitions of international repute that survey the art of our time; and cutting-edge engagement with modes of new media production. MOCA is a not-for-profit institution that relies on a variety of funding sources for its activities.

**Hours:** MOCA Grand Avenue (located at 250 South Grand Avenue in downtown Los Angeles) is open Monday and Friday from 11am to 5pm; Thursday from 11am to 8pm; Saturday and Sunday from 11am to 6pm; and closed on Tuesday and Wednesday. The Geffen Contemporary at MOCA (located at 152 North Central Avenue, Los Angeles, CA



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**90012) has the same hours as MOCA Grand Avenue during exhibitions. Please call ahead or go to [moca.org](http://moca.org) for the Geffen Contemporary at MOCA exhibition schedule. MOCA Pacific Design Center (located at 8687 Melrose Avenue, West Hollywood, CA 90069) is open Tuesday through Friday from 11am to 5pm; Saturday and Sunday from 11am to 6pm; and closed on Monday. The MOCA Store at MOCA Grand Avenue (located at 250 South Grand Avenue) is open Monday through Wednesday and Friday from 10:30am to 5:30pm; Thursday from 10:30am to 8:30pm; and Saturday and Sunday from 10:30am to 6:30pm. **Museum Admission:** General admission is free for all MOCA members. General admission is also free for everyone at MOCA Grand Avenue and The Geffen Contemporary at MOCA on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. General admission is always free at MOCA Pacific Design Center. General admission at MOCA Grand Avenue and the Geffen Contemporary at MOCA is \$12 for adults; \$7 for students with I.D. and seniors (65+); and free for children under 12. **More Information:** For 24-hour information on current exhibitions, education programs, and special events, call 213/626-6222 or access MOCA online at [moca.org](http://moca.org).**

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**MEDIA CONTACTS**

**Sarah Stifler**  
Chief Communications Officer  
213-633-5363  
[sstifler@moca.org](mailto:ssifler@moca.org)

**Eva Seta**  
Communications Coordinator  
213-633-5322  
[eseta@moca.org](mailto:eseta@moca.org)

