

Sculptor Beatriz Gerenstein participates at the exhibition “Personal Structures” during the 57th Venice Biennale, 2017

Rimonim Art Gallery announces Sculptor Beatriz Gerenstein participation at the exhibition “Personal Structures” in the context of the 57th Venice Biennale

MIAMI, FLORIDA, USA, May 11, 2017 /EINPresswire.com/ -- [Rimonim Art Gallery](http://RimonimArtGallery.com/) is pleased to announce the participation of the sculptor [Beatriz Gerenstein](#) in the exhibition “Personal Structures” in the context of the 57th Venice Biennale (la Biennale di Venezia) on view in the Palazzo Mora at 3659 Strada Nuova, Venice, Italy, from May 11 to November 27, 2017

The installation comprises seven different sculptures. Gerenstein deconstructed a handbag to its minimum expression. The bronze sculptures are like a “primitive purse” made by a cave-girl. They resemble small twigs tied with vegetable fiber strings. However, Gerenstein embellished the rudimentary handbags with a 24K gold patina and semi-precious stones.



The Object of Desire by Beatriz Gerenstein. Bronze, gold patina, citrine, agates

Gerenstein works confront the viewer with the concept that since the rise of the consumer culture handbags become central to define one's identity. A handbag reveals social status and place in society. They are not just an embellishment object, but also a "star" accessory, a complete status symbol, an actual "object of desire."

Women from any social status, geographic region or culture hope to wear the best bag, regardless if authentic or a fake. It is like a. It is like an atavistic feeling, a desire to dress well and look one's best, the quintessence of femininity. In Gerenstein “primitive, luxurious bags”, the warm reflections of the patina and the colorful handles made with sparkling semi-precious stones deny the archaic appearance of the purses. The association of a very primitive handbag with an over-the-top finish introduces a ludic element, suggesting the uniqueness and luxury possible in a handbag.

Beatriz Gerenstein was born in Argentina and lives and works in Miami, USA. Among other important exhibitions, Gerenstein participated in the 15th Venice Architecture Biennale, 2016, the exhibition Personal Structures during the 56th Venice Biennale 2015 and the 12th Havana Biennial 2015

The exhibition “Personal Structures” is organized in the context of the 57th Venice Biennale (la

Biennale di Venezia) by two non-profit organizations, the European Cultural Centre and the Global Art Affair Foundation

Rimonim Art Gallery was founded by Rick Rofe in 2012. The Gallery is committed to show artworks that deserve to be seen, unique concepts able to engage the viewer, to confront them with ideas, thoughts and emotions. Our emphasis is in the esthetic and the message of the works exposed. We represent a group of National and International contemporary artists who question the purpose, value and role of the creative spirit in our ever-changing world. Our artists are not commercially biased and are frequently shown in high-end non-profit venues like the Venice, Havana, London or Florence Biennials. Aware of the gender inequality still present in the art world, Rimonim compromises to maintain a gender balance among our artists. Rimonim Art Gallery presents a carefully curated program of 6-8 solo and group exhibitions annually. The gallery has participated in a variety of national and international art fairs, including Zona Maco, Shanghai Contemporary, Pulse Miami or Art Revolution Taipei

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