

CHRISTINA OITICICA - THREE BUTTERFLIES - GENEVA - 2014

Transcript of Léman Bleu news item

"Bury a work of art so that it can grow roots".

Léman Bleu, local tv station in Geneva, Switzerland, featured Christina Oiticica in its daily news of 10 June 2014. Christina was interviewed by Léman Bleu reporter Farah Bagheri during the performance of retrieving the Blue Butterfly canvas, buried 3 months earlier and the "planting" of the Golden Butterfly canvas.

English transcript:

Bury a work of art so that it can grow roots.

This is the credo of the Brazilian artist Christina Oiticica.

This global star, wife of Paulo Coelho, planted a painting in Geneva this morning. A performance to discover in about 15 minutes.

Planting a painting as you would plant a seed,

And wait for nature to change the canvas before digging it up.

This is the amazing idea of the Brazilian artist Christina Oiticica.

FB: To transform like a butterfly, this is what the paintings of Christina Oiticica do. The wife of Paulo Coelho is always inspired by feminine symbols. Fertility and motherhood are thus represented by the Earth.

CO: The Earth is the Mother Goddess to me and it is also the female energy.

FB: Her paintings are buried. Depending on the soil, the climate and the time they stay buried, the results vary. Thus we see the canvas grow old, unite with nature and sometimes intermingle with roots.

CO: There are roots, there is soil, there are several things that happen, depending on the location. For example, in the Amazon, there was a lot of interference, because it is very humid and the paintings remained buried in the soil there for a year. To me, that is fabulous. It is always a surprise, it's always a rebirth. The paintings change, they develop as art does.

FB: Christina Oiticica has already left her paintings buried in the Amazon rainforest, India, Japan and the Alps, to name a few.

After four months spent in the Geneva soil, this canvas will be exhibited, among others, from 18 November 2014 in Gallery Espace L.