

Casa FOA

Marta Minujín and Daniel Joglar: two monumental sculptural ensembles for the most innovative real estate project in the City of Buenos Aires

The internationally recognized Argentine artists presented their works at Casa FOA, the annual exhibition of art, design, architecture and landscaping, which opened its doors in Buenos Aires with a space dedicated to Udaondo, the most avant-garde, innovative and technological real estate project in Latin America.

Buenos Aires, September 19, 2023. Marta Minujín and Daniel Joglar, Argentine artists of international recognition, exhibited this Monday at Casa FOA the scaled works that they will place in UDAONDO, the most innovative real estate project of the City of Buenos Aires.

Surrounded by art and culture personalities, collectors and special guests, they gave details of their works. Minujín told how she came to create "Los doce meses del año" (The Twelve Months of the Year) in patinated bronze in 1994, after a trip to Greece that changed her way of interpreting the relativity of time. There is a replica of this work in the Art Museum of the Americas, in Washington DC.

"Time has always been a central theme for me since my beginnings. 'Los doce meses del año' represents the figures that emerged in the Cyclades Islands 6,500 years ago, in which the human body was represented for the first time. I made twelve figures and each one of them told me what month of the year it was," she said.

She expressed her expectation that her creation will be forever available to the public as it will be placed in the central square of Udaondo. "This work will now be placed in the Udaondo project, in monumental size," said the renowned pop artist.

At the same event, Daniel Joglar presented his work "Las Olas", a metallic sculptural ensemble that will be at the base of the towers at the boundary between public and private space and that may be admired by all those who pass by the corner of Udaondo and Libertador.

"I am happy and excited that 'Las Olas' has been selected for a project of this magnitude. I am from Mar del Plata and being born in front of the sea is something that went through me. It was the basis of my inspiration to create this work, which will be seen and visited by the public when the Udaondo project is completed," said Joglar.

Both works are destined to become part of UDAONDO's identity

Landmark Developments, a company with more than 500,000 square meters built, recently announced Udaondo, a residential project and a five-star hotel, in what is set to be one of the largest real estate investments in Argentina in recent years.

The company entrusted Colección Pampa with the selection of the two specific sites for the arrangement of the works of art in the real estate project. And the creations of Minujín and Joglar have already been selected, structuring a guideline in the project that brings together a selection of Argentine artists who exhibit works in dialogue with each other. Different materials and supports exhibit a prologue of what will be Udaondo's creative universe.

Artists Marcela Cabutti, Eduardo Basualdo, Gachi Hasper, Cristián Mohaded, Jorge Miño and Hernán Marina, whose works were pre-selected for the project, curated by cultural entrepreneur, curator and networker Álvaro Rufiner, were present.

The Udaondo space at Casa FOA is complemented by the model of the three towers and audiovisual renderings of the real estate project that will include a set of world-class amenities, a collection of artworks and a philosophy based on sustainability, allowing residents and tourists to inhabit the extraordinary in Buenos Aires.

Each element of the complex reflects the integral vision of the project, which will cover a total area of 165,826 m² built in three towers conceived and designed by the Aisenson studio, which fuses architectural design with innovative and avant-garde concepts.

The initiative includes hotel-quality amenities and services and an exclusive collection of works of art that add beauty and improve the quality of life by combining aesthetics, comfort, functionality and sustainable construction.

The Udaondo space also showcases the project's environmental focus, integrating renewable solutions: it is equipped with solar panels and a wind turbine in search of energy efficiency. These elements, backed by internal batteries, capture and store solar and wind energy, ensuring a constant supply.

Note: Casa FOA's doors are open until October 15 at Teniente General Pablo Ricchieri 3255, in the neighborhood of Núñez. The Udaondo space (dedicated to the real estate project) is located there, where the fragrance designed especially for the occasion is perceived and the surround sound completes the kinesthetic plot of the place.