

Cildo Meireles will produce the 2024 edition of The Laughing Cow® *Collector's Edition Box*

The Bel Group and Lab'Bel, its artistic laboratory, are collaborating in 2024 with Brazilian artist Cildo Meireles for The Laughing Cow® *Collector's Edition Box* project.

Born in 1948 in Rio de Janeiro, Cildo Meireles comes from a generation of Brazilian artists who emerged in the early 1970s and were doubly influenced by conceptual art and the Brazilian Neo-Concrete movement. His work skilfully combines physical and sensory components generating a total audience response. Although often inspired by events and a specific political context, marred by censorship and the oppression of individual freedoms, his work nevertheless addresses universal themes.

In 2024, the *Collector's Edition Box* signed by the Brazilian artist is an implicit reference to one of the greatest masterpieces in the history of art. Meireles' creation also encapsulates some of the key questions that run through his work: the place of the author; the relationship between the original and the copy; the insertion of artistic objects within different social settings, and the symbolic dimension of images.

The Laughing Cow® *Collector's Edition Box* series was launched in 2014 by Lab'Bel. These limited edition works—on sale every autumn at the price of five euros—consolidate and renew the links that the famous French brand has forged with artists ever since its founding in 1921.

Cildo Meireles is the eleventh artist to accept this challenge, following in the footsteps of Hans-Peter Feldmann, Thomas Bayrle, Jonathan Monk, Wim Delvoye, Karin Sander, Daniel Buren, Mel Bochner, Rosemarie Trockel, Franz Erhard Walther, and Martha Wilson.

The launch of the Cildo Meireles edition of the *Collector's Edition Box* will take place in October 2024 at the Paris Internationale art fair.

Edition curator: Silvia Guerra



© Tiago Hespanha, 2024

About the artist: Some of Cildo Meireles' most recent exhibitions include *Cildo Meireles: Installations* at HangarBicocca in Milan (2014); *Cildo Meireles* at the Reina Sofia Museum in Madrid (2013) and Serralves Contemporary Art Museum in Porto (2013 -2014); *Cildo Meireles* at the MACBA in Barcelona (2009); *Cildo Meireles* at Tate Modern in London (2008); *Cildo Meireles* at the Musée d'Art Moderne et Contemporain in Strasbourg (2003), and *Cildo Meireles — Retrospective* at the New Museum of Contemporary Art, New York (1999). In 2008, he received the Velázquez Prize for the Visual Arts honouring his entire artistic career, and in 2023, the Roswitha Haftmann Prize.

Press contact:

Camille Delory - Agence Béatrice Martini
camille@beatricemartini.com
+33 (0)6 98 96 09 66

