

**PRESS RELEASE**

Paris, April 22, 2024

**Laure Molina - on the occasion of the opening of the Venice Biennale 2024**  
**"CULTURE OF IRIDESCENCE OR HOW TO BE FOREIGN IN 6 FLOWS"**  
**-PERFORMANCE RETROSPECTIVE**



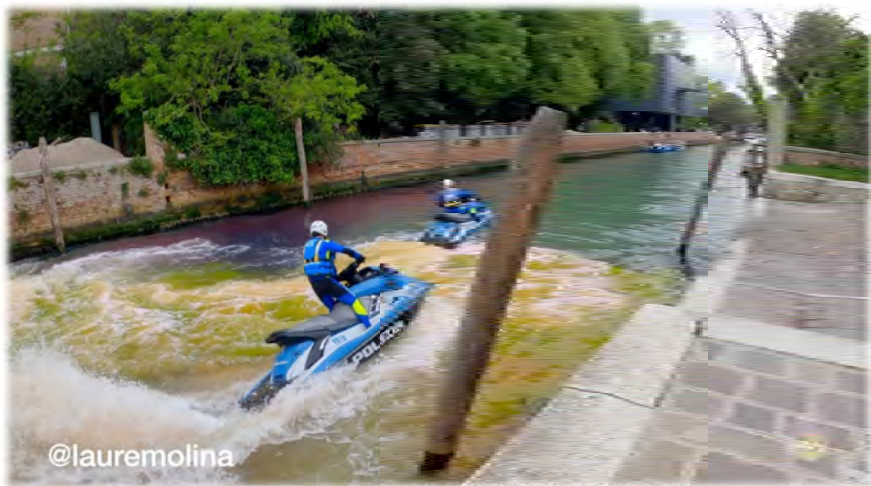
Plastic artist Laure Molina presented a total of three performances at the opening of the latest edition of the Venice Biennale 2024, from April 17 to 21, 2024; three artistic performances consisting of the iridescence of several Venetian canals through a process of releasing natural pigments and chemical compounds without any danger to biodiversity or the environment. Since Laure Molina was inspired by the act of environmental pioneer Nicolas Garcia Urriburu, who colored the Grand Canal green in 1968. To denounce pollution, she multiplies, modernizes and revisits ecological activism, asking the question: how far has ecology come since Urriburu's landmark gesture, and how do we perceive its evolution?



Video Link : <https://bit.ly/3U6AkmT>

## **Taking artistic risks**

After an initial artistic performance on April 17, 2024 on the Giardini della Biennale bridge, (the videos and links of which you can find at the end of this page), artist Laure Molina and one of her partners were stopped during the final performance by local police in the vicinity of the Ponte dell'Accademia after releasing the various streams of color into Venice's Grand Canal. The arrest had no legal consequences, as the artist carried with her a complete register of the various pigments and chemical compounds used, thus proving the total environmental harmlessness of her action.



It's also worth noting out that Venice is a historic land of artistic risk-taking and environmental advocacy; in fact, in addition to the biennale's ideal context for exhibiting her work, the artist also chose Venice because the city of the Doges is plagued by frequent rising waters, a direct consequence of global warming, but also of mass tourism by ocean liners, which has a terrible impact on the health of the city, its waters and its centuries-old buildings.

## **Water iridescence as an artistic process**

Iridescence is a physical, optical and scientific phenomenon that inspires industry, crafts and art. Iridescence occurs when a surface changes color, when there is a mirror-like effect. Iridescence is the production of rainbows on the surface of certain bodies. Its Latin etymology is linked to the word "iris", meaning rainbow. The iris is also an essential component of the eye, confirming the positioning of iridescence as a physical as well as a plastic phenomenon, inscribed at the base of vision and in some way responsible for everything visual. Iridescence underpins optical complexity, and is the result of interlocking interactions between light and the structure of the surface to which it is exposed. Color effects can vary according to viewing angle, lighting and other environmental factors, creating moments of great awe, splendor and ephemeral beauty. Iridescence has become the visual denominator for all Laure Molina's artistic work, since her return to Europe in 2004, between stages 4 and 9. In its entirety, Laure Molina's artistic work comprises 10 stages. Laure Molina shares, "Iridescence represents first and foremost a dream I had as a child. This dream was repeated, and sometimes I even imagined it while awake. I'd leave the material, physical world behind, and move into a light that transported me to colorful rooms, where abundance and harmony reigned ». I rediscovered this dream in the legends

of the native cultures I came into contact with, such as the Blackfeet in North America. I even found iridescence among the aborigines. It took almost 15 years of research and the development of some twenty series before the culture of iridescence emerged. Linking iridescence with culture allows us to envisage an identity of the same nature, but one that would leave room to vary and evolve in its expression, like the skin colors that represent the different communities and cultures that populate the earth. Iridescence could be the visual banner of Gilles Deleuze's Deterritorialization. He evokes it by giving the example of the diaspora, the movement of people around the world, people who take their culture, languages and traditions with them into new contexts, like the movement of wavelength which, in the physical world, gives a color, a component".



### **The artist's demands**

Laure Molina is first and foremost a committed artist fighting against wars, which are increasingly common in today's world, but also for more rapid government decision-making on ecology and sustainable development. Laure Molina's father, a Spanish pied-noir, also has a strong commitment to defending minorities through her art.

So it's only natural that Laure Molina, in her various artistic performances, should bring a strong message to the Venetian public and to all the internationals present at the Venice Biennale.

"I've put up with their wars for decades, they'll put up with my color war in three acts. The first demand is red for all the innocent victims of war, I demand an end to war! As the daughter of a war immigrant myself, I know that wounds are passed on from generation to generation, destroying hearts and whole lives. \_Orange, to represent all the world's native cultures that have been violently conquered and have not been able to share their knowledge. One of my aims is to promote these cultures, which form the basis of all my research and whose information and practices should be integrated into our young people's education. The statement on this project is multiple and corresponds to the complexity of



the world, which I'll identify by the color yellow, for all the contradictions linked to the environment. There's the traditional green associated with ecology, taken up and practiced by our beloved NGOs for several decades. There's also a demand for the position of the artist and culture in society, which can be identified in blue. What would purple be? It could represent the appropriation and positioning of the public who were present at the performance, with regard to the environment and ecology. Purple is a color of transformation, and what I wish for all the consciences that populate the earth is that they discover the living world around them, in all its scales".

For full visuals and videos of the performances, click here:

Act 1 - Short version : <https://youtu.be/LrSY6Fj5u2Y?si=CJMWFpR3vipb9mJ>

Act 1 - April 17, 2pm, Biennale garden bridge - full version :  
<https://youtu.be/h1MZ6MeR4T8>

Act 2 - April 19, 3pm - Grand Canal Bridge - <https://youtu.be/mgXYcQ3VLM>

### **About Laure Molina**

French multidisciplinary artist Laure Molina, born in 1976, has been exhibiting for over twenty years on several continents.

After studying art at the Sorbonne, she made her debut in France in 1996 with a group show at the Musée d'art et d'histoire de Saint-Denis.

Between 1998 and 2004, Laure Molina lived between South and Central America, giving her creative process an enriching multicultural base. Her aim: to reclaim Amerindian cultures through love, art and openness, and to connect in harmony with all living things.

The result of her cultural, political and economic research, her artistic work today comprises 800 pieces, with multiple techniques that adapt according to the idea expressed, to unite and sensitize the viewer to the work.