



Palmira Puig
Flower seller
c. 1950

40 x 30 cm
Vintage. Silver gelatin on paper
Author's print c. 1950

Artist's synopsis

Palmira Puig Giró (Lerida, 1912-Barcelona, 1979).

Since RocioSantaCruz presented her work for the first time in Europe at Paris Photo 2018, Puig-Giró's work has been included in important international collections. The MoMA in New York featured her photographs in the exhibition *Photoclubism: Brazilian Modernist Photography, 1946-1964* in March 2021.

For decades, Palmira Puig-Giró was known as her husband's muse, photographer Marcel Giró. It was not until 2018 that Rocio Santa Cruz, going through the Giró estate with the help of Toni Ricart, Marcel's nephew, found two photographic languages, two different, albeit intimately intertwined, authorships which coexisted in the photographer's archives. Following the traces of this unknown signature, they came to an important conclusion: not only was Palmira the author of a significant oeuvre, but Marcel's own authorship acquired, thus, a new meaning. The tale of the artist and his muse became obsolete and gave way to a more complex, horizontal, and richer narrative. Both artists shared camera, reel, stages; each with their own look.

Palmira Puig-Giró was, along with Gertrudes Altschul, Menha S. Polacow, Barbara Mors and Dulce G. Carneiro, one of the few women who were part of the Foto Cine Clube Bandeirante, a collective of avant-garde photographers located in São Paulo. Her work articulates an experimental corpus of portraits and landscapes, where metaphor and social criticism are framed in the same capture. Puig-Giró's photography is clearly influenced by the avant-garde, seen in her use of black and white contrasts, but her signature has a more humanistic touch than that of her Paulista colleagues. While the latter tended to sublimate the abstract, the pure moment of visual interruption, Puig-Giró goes beyond the instant and the object. The photographer widens her vision to show the surroundings of her photographs, the faces, stories and memories of the places she visits with her camera, and takes everyday life and gestures to an aesthetic level that is as detailed as it is poetic.



Palmira Puig
Untitled
c. 1950

32 x 30 cm
12 pigmented inks
on Canson Baryta paper 310gr
Print run 2019



Palmira Puig

Untitled

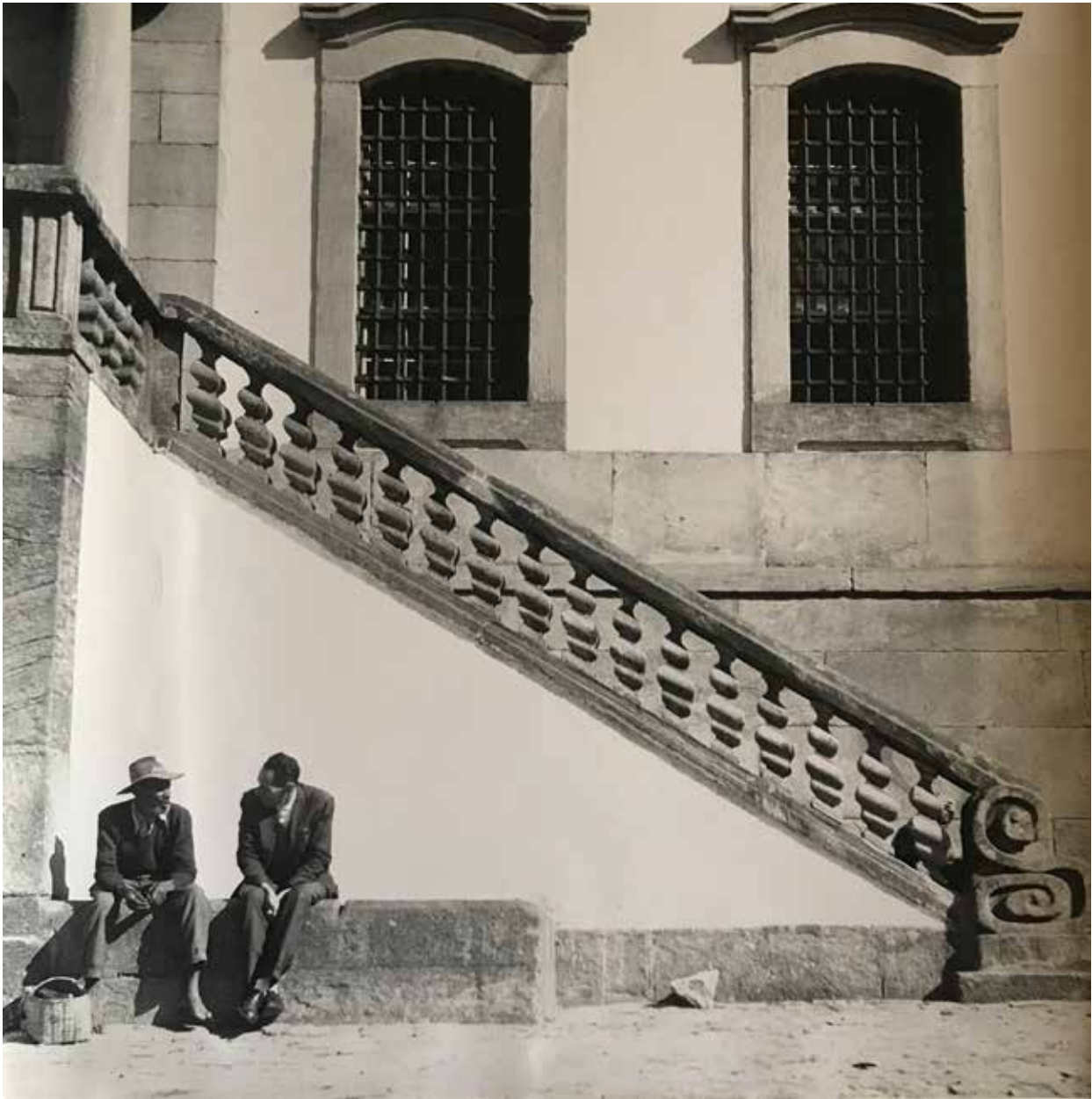
c. 1950

30 x 40 cm

12 pigmented inks

on Canson Baryta paper 310gr

Print run 2019



Palmira Puig

Prosa
c. 1950

30 x 40 cm
12 pigmented inks
on Canson Baryta paper 310gr
Print run 2019



Palmira Puig

Untitled
c. 1950

40 x 30 cm
12 pigmented inks
on Canson Baryta paper 310gr
Print run 2019



Palmira Puig

Leader
c. 1950

40 x 30 cm
Vintage. Silver gelatin on paper.
Author's print c. 1950



Palmira Puig

Study
c. 1950

32 x 42 cm
12 pigmented inks
on Canson Baryta paper 310gr
Print run 2019

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