



TEFAF New York

Waldemar Cordeiro

9 – 13 May 2025 | Booth 310

Park Avenue Armory – 643 Park Avenue, New York, USA

In 2025, we celebrate the hundredth anniversary of Waldemar Cordeiro's birth. To honor his legacy, Luciana Brito Galeria (São Paulo, Brazil) and The Mayor Gallery (London, UK) are presenting a selection of works at TEFAF New York that spans the major phases of his artistic production, from 1949 to 1973. More than simply illustrating the timeless ideas Cordeiro developed, these works reflect his far-reaching impact on the transformation of visual art on a global scale, beginning in the 1950s. Today, he is widely recognized as a significant figure in international cultural history.

Waldemar Cordeiro was born in Italy in 1925 and, at the age of 21, emigrated to Brazil, where he soon became a central figure in the emergence of Brazilian contemporary art. In the early 1950s, he played a leading role in founding and shaping the concrete art movement, which he spearheaded through the establishment of Grupo Ruptura (1952). Conceived by the artist, the Ruptura Manifesto called for a new kind of art – revolutionary, independent, and grounded in the principles of space, time, and objectivity. His work from this period reveals a striking visual complexity combined with intelligent interplay of form and color.

Between 1960 and 1963, Waldemar Cordeiro entered his Intuitive Geometry phase, during which he began experimenting with hand-drawn lines, demonstrating an interest in perceptual psychology – a creative tool also used in his concrete phase, in the same way he had used the forms and colors of Brazil's tropical vegetation. A piece from this period was featured in the 60th Venice Biennale in 2024.



Exhibition view *Geometria Intuitiva*, Luciana Brito Galeria, São Paulo, 2022. Photo: Edouard Fraipont.

In 1964, Cordeiro began incorporating found objects from everyday life into his compositions, calling them Popcretos – a term coined by poet Augusto de Campos to combine pop and concrete art. Inspired by the concept of the “open work,” developed by scholar Umberto Eco, he included active public participation in his work, along with political critiques of Latin American realities and global consumerism.



Waldemar Cordeiro, *Gente Grau 0*, 1973



Waldemar Cordeiro, *The Woman is Not B.B.
(Brigitte Bardot)*, 1971

About The Mayor Gallery

The Mayor Gallery, the first gallery to open its doors in Cork Street, London, is celebrating its 100th anniversary this year in its new location at the heart of St James's. Founded by Fred Mayor (1903-1973) in 1925, many artists were exhibited for the first time in England at The Mayor Gallery including Bacon, Calder, Ernst, Klee, Masson and Miro, amongst others.

The Mayor Gallery was also the centre of UNIT ONE, a group that included Henry Moore and Ben Nicholson. Fred's son, James Mayor, took over the Gallery in 1973 and has shown, since then, the work of many leading American artists including Hesse, Lichtenstein, Martin, Rauschenberg, Ryman, Twombly, Warhol and Wesselmann.

The Gallery continues to show the works of leading Pop artists as well as European Nouveau Realism, Surrealist and Dada and is now internationally renowned for being London's foremost gallery for the ZERO and international Concrete movements.

About Luciana Brito Galeria

Founded in 1997, Luciana Brito Galeria is recognized for playing a leading role in the consolidation of Brazil's art market. Since the outset, it has focused its work on cultural exchange, fostering the internationalization of Brazilian art research while introducing artists from other countries to the Brazilian public. In 2015, the gallery moved to the former Castor Delgado Perez residence (São Paulo), an architectural heritage designed in modernist style by architect Rino Levi, with landscaping design by Burle Marx and Rino Levi.

The Mayor Gallery | Luciana Brito Galeria | TEFAF New York 2025

Booth: 310

Artist: Waldemar Cordeiro

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Location: Park Avenue Armory - 643 Park Avenue, New York, USA

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