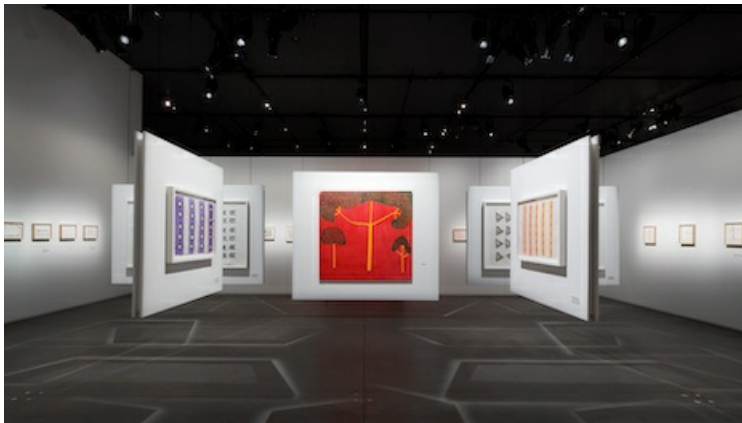


ARTS AND ENTERTAINMENT

Fondation Cartier continues push for indigenous justice through art sponsorship

February 13, 2023



Fondation Cartier's platforming of the Yanomami people is immersive, letting indigenous voices control the narrative. Image courtesy of Cartier

By EMILY IRIS DEGN

French jewelry maison Cartier continues to support the indigenous people of the Amazon, platforming their voices per the "The Yanomami Struggle" exhibit.

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Partnering with New York City event space **The Shed**, the **Cartier Foundation** is bringing the exhibition to North America for the first time. Curated by Thyago Nogueira, the comprehensive exhibit explores the plight of the Yanomami people, as well as their collaboration with activists, through artwork and photographs.

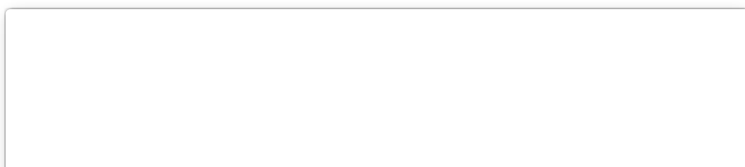
"The show is a homage to Claudia Andujar, one of Brazil's most important living artists, and to the Yanomami people, but has gained a newfound urgency in light of current threats against Amazonia, the Yanomami, and other Indigenous populations," said Mr. Nogueira, head of contemporary photography at Instituto Moreira Salles, So Paulo, Brazil.

"Above all, this show serves as a platform to amplify Yanomami voices and promote social justice through mutual understanding and empathy."

Art and activism

Cartier has long been a supporter of South American indigenous people, having highlighted the Yanomami before, as well as the Ayoreo Totobiegosode community in Paraguay.

Due to the threat from gold mining, it is of note that Cartier, a jeweler, decided to shine a light on the crisis. The company's philanthropic arm partnered with Brazilian NGOs Hutukara Associao Yanomami and Instituto Socioambiental, as well as Brazilian organizers at Instituto Moreira Salles, to ensure that the indigenous viewpoint was centered.



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A post shared by Fondation Cartier (@fondationcartier)

The Yanomami people are one of the Amazon's biggest Indigenous groups, with 54,000 members spread across Brazil and Venezuela. With Amazonia under threat due to development, animal agriculture and human-caused climate change, the Yanomami people are in danger as well.

Yanomami shaman Davi Kopenawa is one of the most vocal spokespeople of the group, having formed a friendship with Claudia Andujar in the 1980s. It is through his voice and her activism art that the exhibit is given a human perspective, as well as cultural context.

Featuring more than 80 drawings and paintings done by Yanomami artists, as well as over 200 photographs of the people taken by Ms. Andujar, visitors can expect a very personal viewpoint of the struggles felt in the Amazon. There will also be contemporary films being shown, done by Yanomami filmmakers.



The work of many contemporary artists from the group is highlighted, providing a first-hand look at life in the Amazon. Image courtesy of Cartier

The artists highlighted include Andr Taniki, Joseca Mokahezi, Poraco Hko, Vital Warasi, Ehuana Yaira, Sheroanawe Hakihiwe, Orlando Nak uxima, Aida Harika, Roseane Yariana, Morzaniel ramari and Edmar Tokorino. To date, this is the United States' most expansive collection of Yanomami art, making it a huge milestone in indigenous visibility.

"Those who do not know the Yanomami will know them through these images," said Davi Kopenawa in a statement.

"My people are in them," he said. "You have never visited them, but they are present here."

"It is important to me and to you, your sons and daughters, young adults [and] children

to learn to see and respect my Yanomami people of Brazil who have lived in this land for many years."

Indigenous voices

Cartier's exhibition is deeply grounded, raw and spiritual something refreshing among the world of brands just beginning attempts at indigenous inclusion.

French fashion house Louis Vuitton is among the brands diving in, looking to further equity within the supply chain via conservation efforts in Australia ([see story](#)). Fashion conglomerate LVMH has taken a land-forward approach, joining Cartier in efforts made on behalf of the Amazon ([see story](#)).



Artistic approaches to activism speak to the human side of environmentalism and social justice. Image courtesy of Cartier

Using Brazilian and indigenous artwork, narratives and tone, the Cartier event space is a holistic look at another culture that avoids all feelings of "otherness." Visitors are able truly see the humanity behind the faces and creations, being offered a fresh look at the battle being fought in the most important forest in the world.

"In sharing the story of Claudia and the Yanomami, this exhibition is an opportunity to reflect on the relationship between art and politics," said Mr. Nogueira.

"It shows how art may be a quest to depict the invisible, the collaboration that led to the demarcation of the land of one of Brazil's largest Indigenous populations, and the lifetime commitment of an artist to an Indigenous group and cause," he said. "It shows how history can be violently cyclical and encourages artists to take part in political change."

The exhibition is taking place from Feb. 3 until April 16 at The Shed in Manhattan, and is open from 11 a.m. until 6 p.m. on Wednesday, Thursday, Saturday and Sunday, and on Fridays from 11 am until 8 pm. Visitors can [book tickets](#), which come with the option to add a complimentary two-hour educational tour, available on Wednesday, Friday and Saturday at 12 pm, 2 pm or 4 pm (except on Fridays, when the 4 pm slot is replaced by 6 pm).

Face masks are highly encouraged.