

Meninas Madrid Gallery Project: Artist tattoos Menina using Liquitex

Las Meninas, or Ladies-in-waiting, painted by Diego Velazquez in 1656 is a famous piece of art history that questions both reality and illusion. Today, this is brought to life through the annual "Meninas Madrid Gallery Project". From October to December, each year, 50 different Meninas are displayed throughout the streets and squares of Madrid

Curated by artist Antonio Azzato and supported by the Madrid City Council, these Meninas bring the aspect of art and colour to the streets. In a challenging year, these sculptures have not only delivered a sense of hope and optimism but also made a real difference for those in need. All 50 Meninas will be auctioned off and funds raised will go toward the Food Bank.

As one of the many initiatives celebrating the 65th anniversary in 2020, Liquitex sponsored one of the Meninas. Engaging with local artist, Maria Cabanas (also known as "Customizarte") Liquitex invited her to paint their sponsored Menina. The brief? To represent both brand and artistic legacy over the 65-year history of Liquitex.

The result was "*Infanta Tatuada*". A tattooist as well as an artist, Maria used the illusion that the sculpture had been tattooed. It's as if the Infanta herself had commissioned her to tattoo her skin. Some classical elements included a swan and roses, plus the iconic quote from **Henry Levison, the founder of the Liquitex**.

"I'M ONLY HAPPY WHEN I'M TRYING TO CREATE SOMETHING NEW"



Maria told Liquitex *“After reading a lot about the Infanta Margarita of Austria, I have chosen the swan as the main element because of the elegance and royalty of the species. Some roses accompany the swan in a clear reference to tattoo iconography”*. According to Maria, words, tattoos, and art have always gone together. She considers that it is wonderful these can co-exist within the same setting.



Sponsoring the project again in 2021, Liquitex has also launched a contest for next year's Menina artist. Acrylic artists are being asked to create their own design proposal and submit via social media using hashtag #MeninasLiquitex65. The winner receives €650 worth of Liquitex product plus, of course, has their very own Menina on display throughout the streets of Madrid in 2021.