

ANNOUNCING THE LAUNCH OF 'THE ART OF EMPOWERMENT'

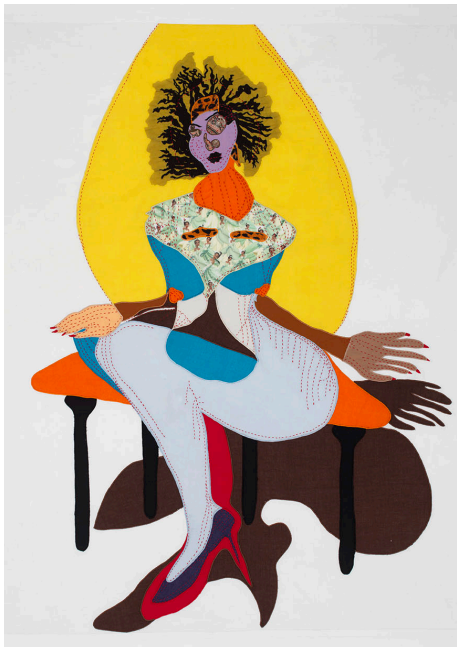
A PARTNERSHIP BETWEEN UN WOMEN UK AND MARIA BAIBAKOVA

IN SUPPORT OF THE MISSION OF UN WOMEN

EMBARGOED UNTIL 27 November 2018: UN Women UK, the United Nations organisation dedicated to gender equality and the empowerment of women, has joined forces with art expert and activist, Maria Baibakova of Baibakov Art Projects to create THE ART OF EMPOWERMENT – a fundraising and awareness programme which will partner with leading women artists to create limited edition works on a bi-annual basis in support of the mission of UN Women UK.

The first artist to be commissioned by Baibakova is the celebrated female artist, Tschabalala Self, known for her striking depictions of female bodies that address her own experiences and cultural attitudes toward race and gender. Self's artwork entitled, 'Princess', will be translated into a limited edition run of 30 pieces plus 2 artist proofs made out of stitched fabric using a quilting technique, in reference to the timeless craft of women across cultures, and as a symbol of the work of women through the ages.

'Princess' by Tschabalala Self for THE ART OF EMPOWERMENT will be unveiled on the evening of 27th November 2018, which pertinently is [Giving Tuesday](#), an internationally recognised day dedicated to charity giving. 'Princess' will be available to buy from Paddle8 (www.paddle8.com/auction/UN-women-UK) from 28 November 2018, at a price of £1750.



Tschabalala Self
Princess
2018
Hand sewn cotton and tulle
116 x 100 cm (45.7 x 39.4 in)
Edition of 30 plus 2 APs
Signed by artist in verso

Available 27th November for pre-sale
£1750

Maria Baibakova is leading this unique programme known as THE ART OF EMPOWERMENT, working with artists who identify as women to create bespoke Limited Edition artworks, on a bi-annual basis, in support of UN Women UK. The art expert and activist is known for her support of women in the creative industries. She is on the Executive Committee of the Association of Women in the Arts in London (AWITA), is a Trustee of Barnard College and a Founding Chair of the Artemis Council at the New Museum whilst also serving on the Tate International Council.

"THE ART OF EMPOWERMENT is designed to bring together artists who identify as women and connect with the UN Women's vision of a gender-just world. The generosity of these artists is going to really make a difference by raising funds and awareness for the important work performed by UN Women UK, and I am excited to activate this partnership. The need to bring women into political processes and empower their economic activities around the world is now as urgent as ever, and I am honoured to support the only organization that is undertaking this challenge on a global scale." Says Maria Baibakova, Founding Chair of THE ART OF EMPOWERMENT

The goal of THE ART OF EMPOWERMENT is to raise awareness and funds in support of UN Women UK's flagship programmes that focus on eradicating gender inequality by 2030 through activities in five strategic action areas: political and economic empowerment, planning and budgeting for gender-related causes such as Make Every Woman and Girl Count, ending violence against women and girls, and supporting women in leadership positions to promote peace and security around the world. In addition, these artworks act as a celebration of progress made in gender equality, and highlight the work still to be done in this area.

Artist Tschabalala Self identifies primarily as a painter while also working across various media. She is renowned for her singular style from the syncretic use of both painting and printmaking to explore ideas about the black female body. She constructs exaggerated depictions of female bodies using a combination of sewn, printed, and painted materials, traversing different artistic and craft traditions. In the original artwork, called Princess and created in 2017, Tschabalala Self explores the implicit politicisation and sexualisation of black bodies through a self-reflexive lens. In Princess, Self deftly negotiates a variety of materials, utilising a lively range of textures and patterns to create her central figure. Self combines overlapping areas of both oil and flashe-painted fabrics by stitching them directly into the surface of the canvas, emphasising the bold shapes of a multifaceted character who is the focus of the work.

Tschabalala Self says "I am honoured to be selected as the first artist for this important project. In 'Princess', I am depicting a demure female figure with an Afro-crown. The edition is made of stitched fabric - and various materials that were used in my original work - with the additional aspect of the quilting technique, which is a craft that unites women across cultures and ages. My goal is to support and empower women through my work and practice, and the mission of UN Women UK resonates with me in particular."

Claire Barnett, Interim Executive Director of UN Women UK, said "We are excited to have the support of Maria Baibakova and Tschabalala Self in this launch of The Art of Empowerment, a project that will explore the artistic and embodied experience of all women – whatever their ethnicity, sexual identity or background. The works will support our vision to ensure every woman has the right to safety, equal representation and economic empowerment – both in the UK and around the world. Together we're changing the way the world works for women."

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NOTES TO EDITORS

About Maria Baibakova

Maria Baibakova is an arts entrepreneur and activist based in London. In 2008, Baibakova founded Baibakov Art Projects (BAP) in London, Moscow, and New York - an organization that is committed to the support of contemporary art.

Baibakova actively supports women in the creative industries, including via her role as a Trustee of Barnard College for women affiliated with Columbia University in New York, where she established a scholarship for students pursuing the study of art history. Additionally, she is the Founding Chair of the Artemis Council for women artists at the New Museum in New York, which has organized over fourteen solo shows of women artists. From 26th September 2018 until 20 January 2019, the Artemis Council is proud to present the first-ever comprehensive show in the US of the renowned British artist, Sarah Lucas, at the New Museum.

In the UK, Baibakova is a member of the Executive Committee of the Association of Women in the Arts in London (AWITA), sits on the Tate International Council with a focus on supporting acquisitions of works by women artists in the Tate collection, is on the Future Contemporaries Council of the Serpentine Galleries dedicated to steering a young generation of patrons to support emerging artists, and is a member of the British Fashion Council Fashion Trust focusing on empowering women-led fashion businesses.

Baibakova is an active investor in the art and tech sector, previously serving as Strategic Director and on the Board of Directors of Artspace.com. She is currently an investor in ArtBinder and an adviser to ARTA.

Baibakova was named one of the 100 most influential people in the art world by Art+Auction magazine in 2009 and 2014; "30 Most Influential People in the Art World Under 30 Years Old" by ARTINFO in 2012; "100 Most Powerful Women in the Art World" by Artnet in 2014, and "40 Under 40" by Apollo Magazine in 2017.

Born in Moscow and raised in New York, Baibakova holds a BA summa cum laude in Art History from Barnard College in New York, an MA from The Courtauld Institute of Art in London, and an MBA from Harvard Business School in Boston. Baibakova has been living in London since 2013 with her husband.

About UN Women

UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. UN Women is the only global agency working for gender equality at every level, from helping governments design policy to working with community leaders and grassroots communities to create change. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life, focusing on four strategic priorities: equal participation and leadership, income security and economic autonomy, freedom from violence and a role in state recovery from disaster and conflict. UN Women's vision is to leave no one behind in its mission to create an equal future for women and girls.

About Tschabalala Self

Tschabalala Self is an artist who builds a singular style from the syncretic use of both painting and printmaking to explore ideas about the black female body. She constructs exaggerated depictions of female bodies using a combination of sewn, printed, and painted materials, traversing different artistic and craft traditions. The exaggerated biological characteristics of her figures reflect Self's own experiences and cultural attitudes toward race and gender. "The fantasies and attitudes surrounding the Black female body are both accepted and rejected within my practice, and through this disorientation, new possibilities arise," Self has said. "I am attempting to provide alternative, and perhaps fictional, explanations for the voyeuristic tendencies towards the gendered and racialized body; a body which is both exalted and abject."

Tschabalala Self (B.1990 Harlem, USA) lives and works in New York and New Haven. Recent exhibitions include: Bodega Run, Pilar Corrias Gallery, London (2017); Trigger: Gender as a Tool and a Weapon, New Museum, New York (2017). Selected current and recent exhibitions include: Tschabalala Self, Tramway, Glasgow (2017); Tschabalala Self, Parasol Unit Foundation for Contemporary Art, London (2017); Desire, Moore Building, Miami (2016); The Function, T293, Naples (2016); A Constellation, Studio Museum Harlem, Harlem (2015); Tropicana, The Cabin, Los Angeles (2015).

<https://tschabalalaself.com>

About Paddle8

Founded in 2011, Paddle8 brings the tradition-bound auction world into the 21st century. Offering a seamless online process, Paddle8 makes collecting and selling art online an easy, efficient and enjoyable experience. Paddle8 features specialist-curated auctions, non-profit auctions, private and buy-now sales in the categories of Contemporary Art, Prints and Multiples, Photographs, Street Art and Collectibles. Paddle8 is especially proud to partner with more than 350 nonprofit organizations worldwide to present their benefit auctions to a global community of over 540,000 collectors, leveraging the organizations' fundraising efforts.

<https://paddle8.com>