

SOL CALERO  
La tienda Maeno

Oku-Noto Triennale, Japan  
September 23 - November 12, 2023

"La tienda Maeno" means "Maeno Boutique" in Spanish and is named after the shop which was on this site for 30 years until it closed in 2020. Here they sold kimonos, yukata, and during the Kiriko festival season, special regional *dotera* (どてら) costumes. The family-owned shop was also an active place for people to gather and socialize. Locals often brought food to share such as coffee, baked potatoes, udon noodles, tempura and pickles. Sometimes visitors waiting for the bus used the room for rest stops, and sometimes people who were unable to get home were accommodated in the back room.

Calero, who was born in Venezuela, brings Caribbean aesthetic references into her work through painting, installation, architecture and social practice. Meanwhile, her projects often involve research into the backstory of the spaces she works with. The total design for *La Tienda Maeno* blends layers of Calero's colorful work with references from the local area such as the kimonos, aprons, and banners for festivities, rice bags, tatami mats, and found furniture. The building becomes a living sculpture, covered in murals both inside and out, with each surface and space carefully considered.

One of Calero's first inspirations for this project was the idea of how time seems to have stopped in some parts of the region. To reflect this concept, she borrowed clocks from the many schools and kindergartens of the area which have been decommissioned over the last 20 years, with some closed as recently as this past spring. The frozen hands of the clocks frame a space where time stops as well, welcoming people to pause for a moment and relax on the hammocks, watch a soap opera directed by Sol Calero and Dafna Maimon in the tatami area, or join the ongoing mosaic workshop and contribute to the collective tiled floor in one of the rooms. By creating a welcoming atmosphere, Calero reactivates the social aspect of the original shop, bringing it back to life for the people of Suzu and visitors of the Oku-Noto Triennale.

***Desde el Jardín, 2016***

**Video, 28:25**

**Written and directed by Sol Calero and Dafna Maimon**

**Produced by CONGLOMERATE**

*Amazonas, the young gardener of an extravagant estate, dreams of a luxurious, upper-class life. Be careful what you wish for. When she is begged by El Señor to secretly take over the identity of his ill and cursed wife who has just died, it quickly becomes apparent that Amazonas' new life and dream of glamour and luxury is more of a nightmare. A cast of telepathic maids and the neighbour's handsome gardener become wrapped up in a tale of intrigue, betrayal, greed and romance. Tune in to witness the dramatic conclusion of Amazonas' struggles with her new identity, and what happens when El Señor starts showing signs of the same disease his original wife died from, a contagious curse of greed!*