

For immediate release

Load gallery presents 'Visions', a solo show by Pilar Zeta, a talent to watch

Barcelona, Spain – 8 March 2025

Load gallery is proud to present *Visions*, a solo exhibition by Argentinian artist Pilar Zeta. Opening on 3 April, *Visions* is a site-specific project conceived for Load, marking a significant addition to Zeta's impactful body of work.



Despite having only a few solo exhibitions, Pilar Zeta has established herself as an emerging talent to watch through her monumental installations, each leaving an indelible mark on audiences and the media. From the striking *Hall of Visions* at Miami Art Week 2021—hailed as the most photographed artwork of the event and even hosting a meditation by Deepak Chopra—to the permanent installation *Portal del Éter Rojo* revealed recently at Faena Tulum, to her critically acclaimed solo exhibitions *The Space of Variations* in Los Angeles, *Future Transmutation* in Miami, and *Doors of Perception* in Mexico City, Zeta's large-scale, immersive works have consistently redefined spatial and conceptual boundaries.

Now, for the first time, Zeta brings her work to continental Europe. *Visions* continues her exploration of transformation, symbolism, and surreal spatial dynamics. The interplay of minimalist, surrealist landscapes, vibrant colour palettes, and deconstructed shapes defines Zeta's unique style, coined as 'mystical futurism.' Symbolic codes and the language of the subconscious serve as the foundation for her work, linking her artistic universe to ancient architecture, surrealists like Salvador Dalí and Sofía Bassi, and other key figures such as the sculptor Constantin Brancusi and the Brazilian artist Anna Maria Maiolino.

Being creative in the broadest sense and working seamlessly across multiple mediums—painting, sculpture, tapestry, installations, digital art—Pilar Zeta has mastered the art of absorbing diverse influences and movements without ever losing cohesion. She balances surrealism, symbolism, mysticism, futurism, postmodern architecture, philosophy, quantum physics, and esoteric knowledge with remarkable precision. Her creative control is absolute; her distinct visual language remains intact, no matter the medium.

Her surrealism is not chaotic or spontaneous but controlled, geometrically precise, and structured. She achieves the surreal aesthetics through a bold use of colour and materials—glossy metallic surfaces that reflect and distort shapes, creating an unmistakable dreamlike quality.

There is an unexpected pragmatism in her approach to mysticism—her work offers a visual or sonic guide to an inner journey, a structured pathway into a surreal, symbolic world that feels both futuristic and deeply rooted in ancient wisdom.



Pilar Zeta's *Visions* invites viewers into a world where altars, portals, and surreal landscapes become pathways for the transformation of ideas into physical form. The exhibition explores

the journey of turning the unseen into reality, bridging the conceptual and the material through intentional, almost ritualistic processes.

Light and water play central roles, acting as both mediums for transformation and tools for materialising intangible ideas. Iridescent textures weave throughout the space, shifting with the light to symbolise the fluid nature of perception and the ever-evolving process of creation.

At the heart of the exhibition is a fountain, surrounded by digital works in varying light configurations. These elements interact to activate the space, turning it into a meditative environment that encourages reflection and introspection. Visitors are invited to engage with the work, immersing themselves in moments of stillness that spark their own creative potential.

With references to ancient Egypt, cosmology, and metaphysics, *Visions* offers a space for connection and transformation. Through this exhibition, Zeta invites us to explore the invisible forces that shape creativity and our perception of reality.

Exhibition Details

The invitation-only opening will take place on 2 April at 19.00. The artist will be present at the opening and available for phone interviews during the show's duration (Zeta is based in Mexico city).

Visions will run from 3 April to 10 May, 2025 at Load gallery, carrer Llull 134, Barcelona, Spain. For more information on the exhibition or to schedule interviews with the artist, please contact press@load-gallery.com

[Gallery website](#)

Notes for editors

Pilar Zeta

Pilar Zeta is an Argentinian multimedia artist based in Mexico City, working at the intersection of philosophy, symbolism, mysticism, and postmodern architecture. Her practice engages with the construction of meaning through form, using portals, thresholds, and archetypal symbols—especially the egg—as devices for transformation. Through spatial compositions, she invites a reconfiguration of perception, bridging the tangible and the immaterial.

A pivotal moment in her trajectory came in 2021 with Hall of Visions, a large-scale installation at Miami Art Week (Faena Miami). Pilar Zeta's work has been exhibited internationally, including at Praz-Delavallade in Los Angeles, MACO Art Week in Mexico City, MOCO in London, and Art D'Egypte – Forever is Now III at the Giza pyramids.

Alongside her installations, Zeta has collaborated with Coldplay, contributing to album artwork and stage design. Her role as Art Director for Everyday Life earned her a Grammy nomination in 2021, and she was awarded a Bronze Clio Award for Best Directing Video for Don't Go Yet by Camila Cabello.

Alex Simorrè

Alex Simorrè is a tech entrepreneur, CEO and founder of Artbox, a company that has brought creative light, sound and LED solutions to the next level. With numerous bespoke projects under his belt, including the first in France curved LED screen 32x6 meters, over 5m pixels and entire LED-enhanced bowling, Alex brings over 19 years of deep experience and his precursor's spirit to the art world through his latest initiative, the Load gallery.

Situated in Barcelona's Poblenou area, it is a venue to showcase physical and digital art, and a supporting ecosystem to exhibit, distribute and manage digital artworks, including NFTs.

Alex is based between Paris, where Artbox has headquarters, a lab and a showroom, and Barcelona.

Load gallery

Located in Barcelona's creative Poblenou district, Load gallery is the latest arrival to the city art scene. Thanks to bespoke next-generation screens and an elaborate sound system, it brings digital art to life, showing the most ambitious artworks by internationally acclaimed artists. Load gallery aims to redefine how media art and NFTs can be exhibited, distributed and managed and how they can be shown alongside physical art to create a coherent narrative.

The gallery has a total of 9 screens, 5 are located at the front, and there is a smaller room that features 4 equal round screens. This room is thought of as a sandbox for the artists to push the envelope and try things they haven't done before to create an immersive experience for the viewer by adding physical objects.

"I got the inspiration for these circular screens from the works of Gaudí, renowned for his organic shapes and fluid curves that captivate the eye. This space—unofficially dubbed as “round room”—is intended to enrich the gallery, bring an additional dimension where architecture and art intersect, and open a door to another universe. It is a space where artists can blend the physical with the digital, creating an immersive environment. Each new exhibition will showcase a unique space, a door opening to yet unexplored worlds."

—Alex Simorrè, Founder of Load gallery

Load's debut in Barcelona marks an important development in the city's efforts to establish itself as a leader in digital culture. Barcelona is already home to the Loop art fair and festival, OFFF, Sonar D+, and other initiatives centred on media art and digital culture. Load complements these events with a dedicated space for showcasing digital artworks with the sophistication they merit.

Load offers collectors a full-chain solution: its sister company Artbox designs, manufactures and install screens, boxes for streaming and other hardware, while Load proprietary software makes managing and distributing digital art easy and intuitive.

End of Release