

Jesús Soto's *Pénétrable* Draws Record Number of Visitors in London

The first solo exhibition in London of Venezuelan kinetic artist Jesús Rafael Soto attracted a record 18,300 visitors during the prestigious Serpentine Galleries summer *Art in the Park* programme. Initiated by Melanie Nenning Herrera, founder of art consultancy ORBE Consultants, and sponsored by Britannia Financial Group, the exhibition gave the public an opportunity to experience *Pénétrable BBL Jaune*, one of the artist's most emblematic works.



Hans Ulrich Orbist, Artistic Director of the Serpentine Galleries talking to Melanie Nenning Herrera, ORBE Consultants Director at the closing event of Soto's exhibition. Courtesy ORBE.



Melanie Nenning Herrera, ORBE Consultants Director and Peggy Leboeuff, Senior director of Perrotin Gallery New York inside Soto's *Pénétrable*. Photo: René Lazový



Hans Ulrich Obrist, Artistic Director of Serpentine, Melanie Nenning Herrera, ORBE Consultants Director, Betinna Korek, CEO Serpentine, Peggy Leboeuff, Senior director of Perrotin Gallery New York. Photo credits: René Lazový



Isabela Herrera Velutini de Carmona, Executive BOD member at Britannia Financial Group talking about their commitment to art and culture in fostering development. Melanie Nenning Herrera, in the picture below, highlighted the importance of honouring Soto's legacy. Photo credits: René Lazový





Soto at the Musée d'Art Moderne de la Ville de Paris, 1969.
Photo: André Morain. Courtesy of Archives Soto.



Adriana Gutierrez, Director of Atelier Soto Paris, presents the children's coloring book created for Soto's exhibition at London's Serpentine. Courtesy ORBE.



Jesús Rafael Soto, Pénétrable BBL Jaune (1999; 2023 Edition). © Jesús Rafael Soto / ADAGP, Paris 2026. Courtesy Atelier Soto, Paris and Perrotin Gallery. Photo: George Darrell. Courtesy Serpentine



Soto, 1970 © MSU, Zagreb. Courtesy Archives Soto.



Isabela Herrera Velutini de Carmona, Executive BOD member at Britannia Financial Group and Hans Ulrich Obrist, Artistic Director of Serpentine. Photos: René Lazový



Melanie Nenning Herrera, ORBE Consultants director and Adriana Gutiérrez, Atelier Soto Paris director.

Julio Herrera Velutini founder of Britannia Financial Group and Peggy Leboeuff, Senior director of Perrotin Gallery at the exhibition. Photo: René Lazový



“For Britannia, it has been a privilege to support an institution such as Serpentine Galleries in projects like this, which also celebrate the legacy of one of Venezuela’s most important artists of the twentieth century. We hope this marks the beginning of a lasting partnership”, said Isabela Herrera Velutini de Carmona.

“I would like to think this is just a preview of what is to come. London has been waiting a long time for a comprehensive retrospective of master artist Jesús Soto,” said Melanie Nenning Herrera.

There is a possibility of a retrospective exhibition dedicated to Jesús Soto in London in the near future.

For more information visit: serpentinegalleries.org/whats-on/jesus-rafael-soto-penetrable-bbl-jaune