

ARIEL OROZCO

OCTOBER 1 - NOVEMBER 21, 2009
OPERNING WEDNESDAY SEPTEMBER 30, H 18.00 21.00

FEDERICA SCHIAVO GALLERY
PIAZZA MONTEVECCHIO 16 ROMA

Federica Schiavo is pleased to announce the first solo exhibition in Italy by the Cuban artist Ariel Orozco.

Born in Sancti Spiritus (Cuba) in 1979, **Ariel Orozco** lives and works in Mexico City. After attending the Escuela Profesional de Artes Plasticas a Trinidad, he got a degree at the Instituto Superior de Arte de Havana.

Working across installation, video and performance, and with rigorous documentation intrinsic to his practice, Ariel Orozco has the capacity of capture the poetic element, often sad or ironic, hidden between the lines of daily life. His works, nourished by the conflict between his romantic and pragmatic attitude toward the experience of his own life, present a delicate equilibrium of weight and lightness, escape and commitment, reality and imagination, chaos and order.

A simple gesture creates a delicate but powerful shift of meaning, or the introduction of an element of fiction into reality develops multiple layers of meaning causing new and unexpected conflicts in the public. This is the case of the work *Perro Balón* used for the invitation card of the exhibition. *Perro Balón* is a starving stray street dog, ignored and abused by people and transformed by a simple intervention of the artist in the form of a soccer ball, after which it became the centre of attention as a mobile readymade. What is the most important element in this work, where the harshness of abandonment is used for an aesthetic consumer product?

"I look at the public space as an extremely rich and complex zone, a human arena full of meanings and enigmas. For me everyday life is an enormous laboratory where we evaluate not only what happens in our lives and imagination but in the complex system of human interaction between individuals and their political and social contexts. I have tried to slightly alter places, orders and behaviours in order to affect meanings and significances, gestures and social mechanics that don't seem apparent or evident at simple sight.

Many of the actions I do are the result of daily accidents and observations where I try to extract the essence of these events, and my objective at the exhibition space is for the viewer to spontaneously crack the codes (leading more towards a recognition than a discovery) at an intimate level.

Every object or documentation I have produced derives from an action or its notion. For me the resulting objects are a mere manifestation of my interventio. Actions, sculptures and installations are sustained by a gesture which is the substance of my work." (A.O.)

For the show at the gallery Ariel Orozco has realized three new installations: *Déjà Vu*, *Whip*, *Loop* and a video titled *5 km, 223 metros de tolerancia* and *Turista*. The objects used by the artist, like a bicycle, a disco ball and a whip, are deprived of their original function to reveal something different from itself that includes, at the same time, the inner nature of the object necessary to the new meaning intended by the artist.