



MARX®

DATES: 28.03 – 09.06.2008

PRODUCED BY: The Projects Desk of LABoral Centro de Arte y Creación Industrial and CAAM, Centro Atlántico de Arte Moderno, Gran Canaria

LOCATION: Gallery Platform 1 in LABoral Centro de Arte y Creación Industrial

OPENING HOURS:

From Wednesday to Monday, from 12:00 to 8:00 PM

PSJM LAUNCHES THE MARX® BRAND NAME IN GIJÓN AS A PRELUDE TO THE INAUGURATION OF THEIR NEW EXHIBITION IN LABORAL

THE EXHIBITION, WHICH WILL CONVERT THE GALLERY PLATFORM 1 OF THE CENTRO DE ARTE INTO A BOUTIQUE, OPENS ON MARCH 28TH.

On Tuesday, March 18th, PSJM will launch the MARX® brand name in Gijón as a prelude to the inauguration of the exhibition that will take place on March 28th in the LABoral Centro de Arte y Creación Industrial. MARX® is a Project conceived by Pablo San José from Mieres and Cynthia Viera from the Canary Islands and will convert the Gallery Platform 1 of LABoral into a boutique. This *site specific* endeavour is co-produced by the Projects Office of LABoral and the Centro Atlántico de Arte Moderno in Gran Canaria.

The project consists in the creation of the MARX® brand name and the establishment of a trademark for all the works to be presented together in LABoral from March 28th until June 9th. The MARX® boutique will feature products made especially for the occasion, such as jeans, shirts, dresses, shoes; there are commercials, billboards, press reports, catalogues and originally composed music scores designed for the publicity campaign; and there is the boutique/installation itself.

The publicity campaign that begins today, Tuesday, March 18th, will promote the exhibition by placing promotional posters on advertisement panels around Gijón and releasing a video, put together by the artists

themselves, on the television station of the Televisión del Principado de Asturias (TPA).

The products, boutique and the advertisement campaign itself constitute the art work conceived by PSJM, where the buying and selling of the various objects form part of a performative and relational interaction with the spectator.

According to PSJM, MARX® is art and industrial creation, terms that are closely related to LABoral's essence, delineating the framework of its artistic activity. The proposal is an ambitious one, bringing together many of the concerns expressed in other PSJM works and contributing new ones to the collective discussion. As an installation, the work will be located in one of LABoral's galleries; but its advertising goes further than that by occupying the public space that precedes it; and, later on, it will go beyond the centre when its products begin to circulate.

After the exhibition in LABoral, which ends June 9th, MARX ® will be exhibited in the Centro Atlántico de Arte Moderno (CAAM) in Gran Canaria.

THE ARTISTS

PSJM are an artistic team based in Berlin comprising Pablo San José (Mieres, 1969) and Cynthia Viera (Las Palmas, Gran Canaria, 1973). PSJM behave like an 'arte último' commercial name brand posing questions about works of art and the market place, communication with the consumer or function as an artistic quality. They use the communication resources provided by capitalism to draw attention to the paradoxes issuing from its chaotic development.

PSJM has exhibited in cities such as New York (*The Real Royal Trip... by the Arts*, PS1-MOMA in collaboration with El Perro and Aitor Méndez), Miami (*Deluxe*, Casas Reigner Gallery), Cologne (*KunstKöln04*, Blanca Soto Gallery), Berlin (*ART FORUM 05* and *Shopped to Death*, Tuteurhaus), Sao Paulo (Baró Cruz Gallery) or London (*Scope 05*, Ethan Cohen Gallery) as well as in many independent and joint shows in Spain, including *Globos Sonda* in MUSAC, León. The PSJM brand name is represented by Espacio Liquido in Gijón, Blanca Soto in Madrid, Riflemaker in London and Sara León in Las Palmas G.C.

www.psjm.es

THE BRAND NAME

In 1998, Pablo San José decided that his name would become a name brand. He was interested by the way artistic companies promote themselves and its similarity with other kinds of commercial business. He began a project that is still in progress, one that is realised in the creation of every art work.

"The artist is the name brand, the art work is the product." In 2003, Cynthia Viera (with a Master's degree in Directorship of International

Commerce and Marketing) joined the team, providing business structure and legally establishing their team as a commercial brand. This structural evolution was also decisive for the kind of work to be produced from then on. They began to tackle more complex projects, experimenting with language and marketing strategies, unveiling their implicit paradoxes and critiquing them in a manner accessible to as many people as possible, all the while never overlooking more abstract discourses that inscribe these works within the intellectual concerns of contemporary art.

LABoral Centro de Arte y Creación Industrial
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