

MARX®

DATES: 28.03 – 09.06.2008

CONCEPT: The MARX® project uses semblance to reflect the paradoxes presented by the critique of today's capitalist system and delves into the identity crisis facing the individual. After creating the MARX® brand name and trademark the artists then created a series of items bearing its logo: jeans, shirts, dresses shoes. The advertising of the publicity campaign – realised in commercials, billboards, press reports, catalogues and original music compositions – forms a part of the ensemble of art works that will be exhibited in their entirety at the MARX® boutique.

ARTISTS: PSJM are an artistic team comprising Pablo San José (Mieres, 1969) and Cynthia Viera (Las Palmas, Gran Canaria, 1973) that is based in Berlin.

PRODUCTION: LABoral Centro de Arte y Creación Industrial Project Office and CAAM, Centro Atlántico de Arte Moderno. Gran Canaria

SPACE: Gallery Platform 1 of LABoral Centro de Arte y Creación Industrial

OPENING HOURS:

Wednesday to Monday from 12:00 to 8:00 PM.

PSJM MARX® PROJECT TO CONVERT THE GALLERY PLATFORM 1 OF LABORAL ART CENTRE INTO A BOUTIQUE

THE EXHIBITION OF PABLO SAN JOSÉ AND CYNTHIA VIERA, COPRODUCED BY LABORAL'S PROJECT OFFICE AND THE CENTRO ATLÁNTICO DE ARTE MODERNO (CAAM), WILL BE INAUGURATED ON MARCH 29TH

Starting on the 28th of March, PSJM artists Pablo San José (Mieres, 1969) and Cynthia Viera (Las Palmas de Gran Canaria, 1973) will transform Gallery Platform 1 in the LABoral Centro de Arte y Creación Industrial into a boutique. The *site specific* installation is coproduced by LABoral's Project Office and the Centro Atlántico de Arte Moderno in Gran Canaria.

PSJM's work derives from a simple concept that is elaborated in a large number of media and disciplines. The project, in fact, consists in the creation of the MARX® brand name and the establishment of a trademark which is then to be realised in 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 designed for the publicity campaign; and there is the boutique/installation itself.

According to PSJM, the MARX® project uses semblance to reflect the paradoxes presented by the critique of today's capitalist system and delves into the identity crisis facing the individual. "Be like us. Be different." Its slogan repeats the paradoxical message that can easily be discerned in the communication media. "Achieve your individuality, be yourself, by means of – and this is a must – the consumption of seriated mass-produced goods. MARX® products, each uniquely distinguished by its visible and differentiating serial number, express the tension between the individual and mass production, exclusivity and industrial productivity, the industries of subjectivity and the purpose of technology."

In short, 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 one to the collective discussion. As an installation, the work is located in one of LABoral's galleries; its advertising goes further than that by occupying the public space that precedes it and, later on, circulating its products outside of the institution.

After closing at LABoral on June 9th, PSJM's MARX® will be exhibited in the Centro Atlántico de Arte Moderno (CAAM), Gran Canaria.

THE ARTISTS

PSJM are an artistic team comprising Pablo San José (Mieres, 1969) and Cynthia Viera (Las Palmas, Gran Canaria, 1973) that is based in Berlin. 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 entertainment 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.

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