



Gabriel Acevedo Velarde e Juan Pablo Macias ***“Daily staging. Video as public topography”***

curated by **Alessandra Poggianti**

From the 24th of November 2005 till the 26th of February 2006

On Thursday 24th of November the gallery Ciocca Arte Contemporanea is pleased to present the double solo show of the two Mexican artists Gabriel Acevedo Velarde and Juan Pablo Macias titled *Daily Staging. Video as public topography*. The exhibition born during the artists' residency in the city of Milan and it's developed in the gallery spaces which becomes a sharing-place where relations are established and codified. The concept of the exhibition is not a final result of a process, its happy end, but more a place for production.

The artists present new projects, two interventions that haven't been thought as a reply to a particular subject, but that shares the same media: the video. Nowadays images in motion are communication instruments, or if it is preferred, they are production strength that becomes a general rule. It is the "everyday" that paradox ally turns into a stage where the logic of capitalism develops itself, it's the place where it can be discussed.

From this feeling born the video installation by Juan Pablo Macias *Butterflies* composed mostly by pictures taken from the making off of the two videos. In the first one a pop star is matched by a group of butterflies, and on the other one two butterflies insult each other. The artist try to cancel a tail even though by using a narrative language. Time, rhythm and his action seems to be the point to catch, but they results as elements that transforms the audience's perception into a visual short circuit.

This work is mixed like in an alternative consolle with the work of Gabriel Acevedo Velarde titled "Gift". An animation and a series of drawings outline together the image of city, Milan, built from a huge number of gifs. Every present could be bountiful as well as wicked, sincere or tricky, quite or intrusive. This is the corrosive joke the artist starts with his tale, it's his personal perception of urban space. As usually happened in his artistically practice the project takes from his life experience and it tells us a new version of reality, that it always crumples.

Opening on Thursday 24 November at 6.30 p.m.

Images available at: gallery@rossanaciocca.it

Opening time:

from Tuesday to Saturday from 2.00 till 7.30 p.m.

The gallery will be closet for Christmas Holidays from December 23 2005 till January 10 2006