

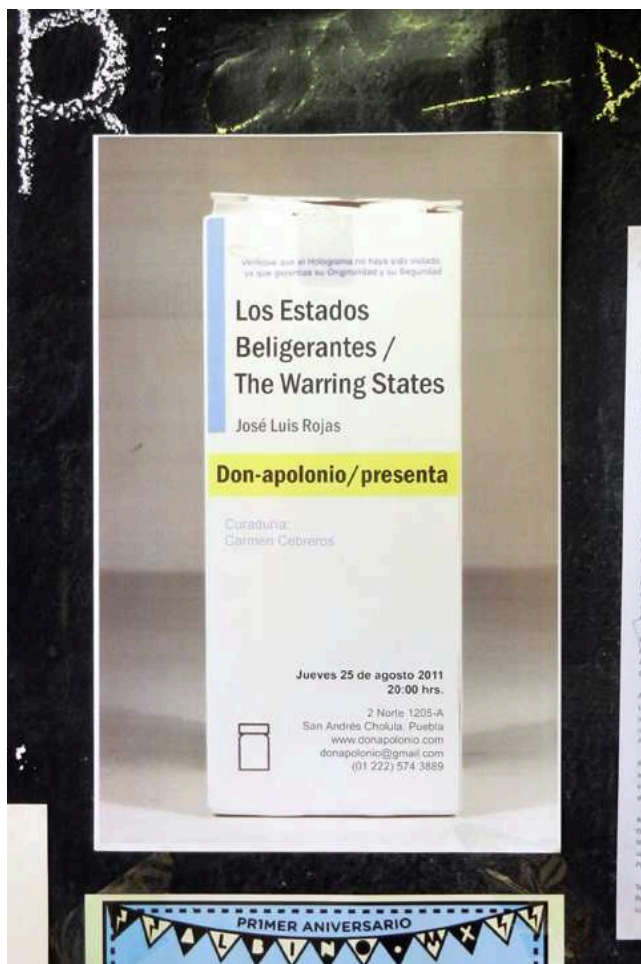


The Warring States / Los Estados Beligerantes

José Luis Rojas

Curated by: Carmen Cebreros

August 2011
Don Apolonio Cultural Centre
San Andrés Cholula, Puebla
Mexico



Identifying archetypes in contemporary culture and replicating mass media appointed characters or groups is, perhaps, José Luis Rojas' main obsession. Yet even more relevant for him is to appropriate the mediatic compulsion, shaping through a no less obsessed mastered craftsmanship: self-fabricated toys and modelism. Rojas feedbacks that mass media predictability, overflow and cacophony -which seems aligned with doctrine rather than informative task- as a twisted iconography, naively turning the given morale upside down.

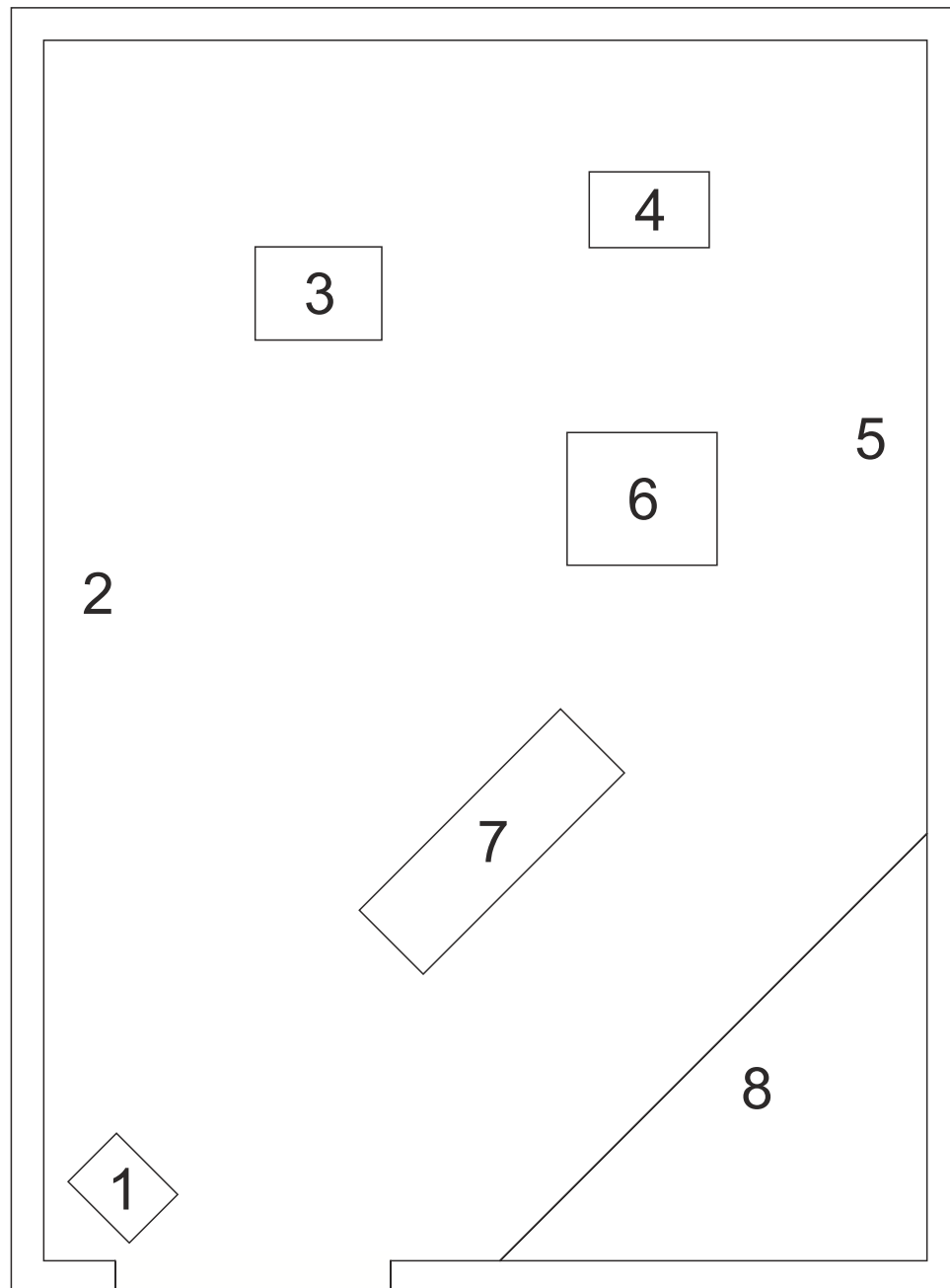
Placebo / Nocebo, a horizon line of medicine cages, patented for the healing of a wide spectrum of symptoms (and developing quite a variety of side effects as well), displays the names of some of the most prominent intelligence, police and military Mexican agencies. These seals are sorted by date of creation, evidencing the proliferation and ineffectiveness of each and every national security program behind them.

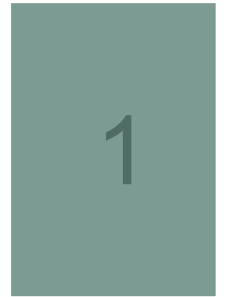
V series, the group of tiny military vehicles and assault weapons replicas, mocks the development of warfare technology, which constitutes a highly profitable industry thanks to the convenient nurturing of conditions resulting into armed conflict. This industry has proven successful in stimulating economic and scientific development for its further capitalization. At the same time each one of their components is linked with another sort of technology, a rather improvised one, used for the proper handling of various substances, in order to making the best out of the recreational experience.

Rojas practices sculpture in the classic spirit of statuary. Yet, appropriating certain styles from the scaling and objects provenance, he inevitably satirizes the solemnity of both, models and events.

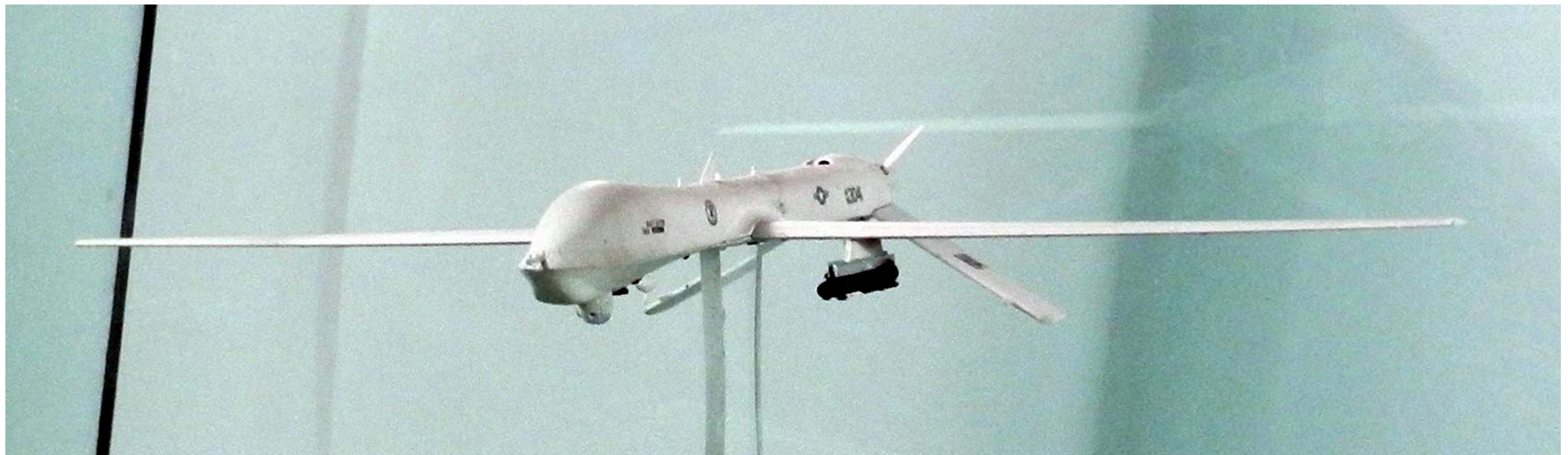
The Warring States / Los Estados Beligerantes hilariously refers to the distress, havoc, alarm-state prolongation and the disruption of order, turning it into (S)tate, condition, and habit. This eclectic and bright display warns, in its own scale, shrewdness and irony, outbreak as the rule.

Carmen Cebreros





***Eye in the sky*, 2011**
 Scale model, acrylic, glass,
 enamel, acrylic paint
 20 x 33 x 23 cm.





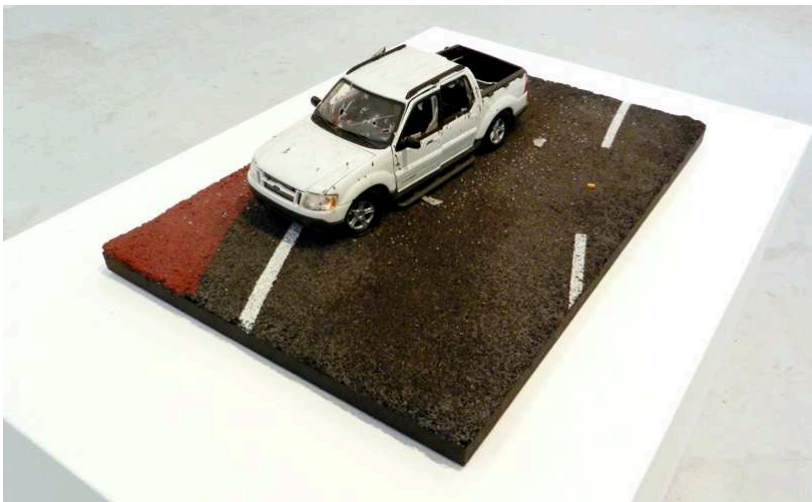
Placebo / Nocebo, 2011
Polyptych
Digital print on foamboard
46 x 920 cm.





Placebo / Nocebo (detail)





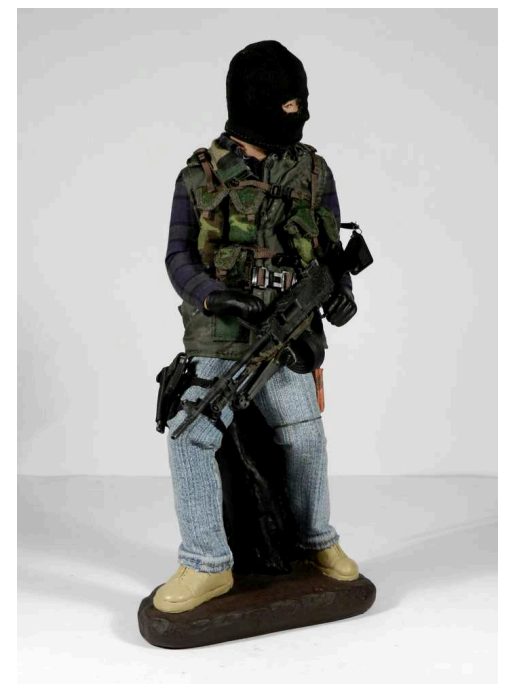
Lil' shootout / pequeño tiroteo, 2011
Scale model, petroleum coke, epoxic putty, enamel, acrylic paint
11.5 x 45 x 30 cm.





Armed thugs, 2011

Nativity Scene figures, fabric, clay, epoxic putty,
toy guns, enamel, acrylic paint
30 x 12 x 14 cm. and 33 x 17 x 14 cm.





Warning signs, 2011
Retroreflective film on
galvanized sheet
71 x 71 cm



Car crash study, 2010
Scale models, petroleum coke, MDF, clay,
epoxic putty, enamel, acrylic paint
15 x 55 x 55 cm

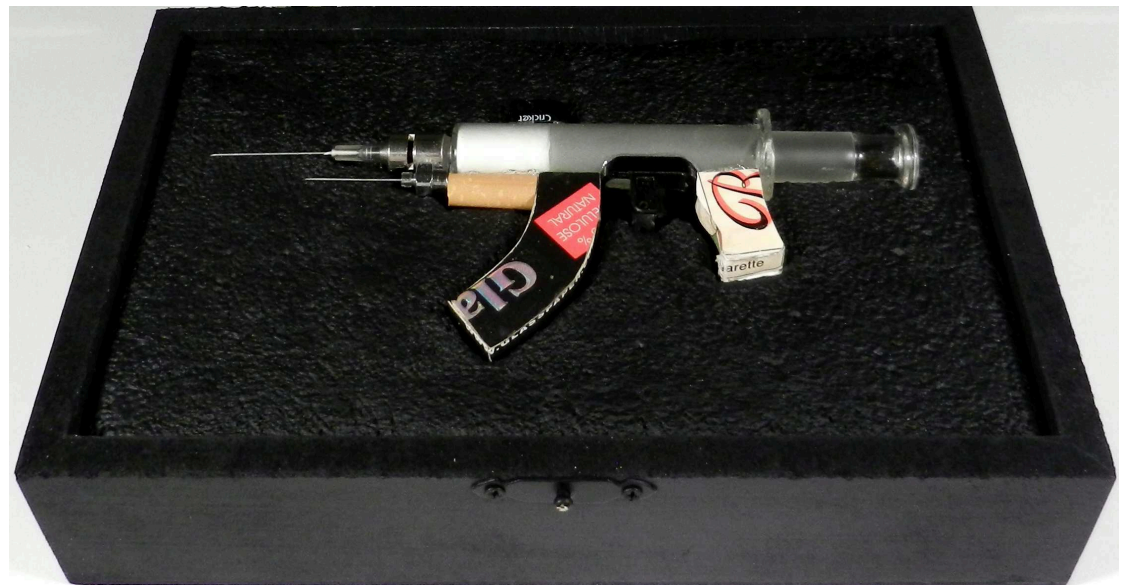




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V series, 2011
Polyptych
Leftovers assemblage
variable measures





Armed convoy, 2011
 Installation
 Digital print on MDF, scale models,
 action figures, pigments, acrylic paint
 35 x 200 x 40 cm.



José Luis Rojas Pacheco. Among his main solo shows are "*Lil' Mess / Pequeño desastre*", City Museum, Queretaro, Mexico, 2006 and "*Pastiche*", Arena México Contemporary Art Gallery, Guadalajara, Mexico, 2005. He was selected in the Monterrey Emerging Art Biennale in 2008 y 2010, and the VIII and IX Monterrey FEMSA Biennale in 2007 y 2009. Has participated in various shows at X-Teresa Arte Actual, The Carrillo Gil Art Museum, Chopo Museum and San Ildefonso College Museum amongst other venues. His work has been shown at museums, galleries, cultural centres and art fairs in Nuevo León, Jalisco Querétaro, Hidalgo, Puebla, Morelos, Baja California, Guanajuato and Mexico City. Overseas in Belgium, Colombia, The United States, France, Spain and Germany as well as in publications in Mexico, the United States and the United Kingdom. He belongs to the intermittent visual and sound collective *Los Lichis*. Lives and works in Mexico City.

Carmen Cebreros Urzaiz. Is the curator at the Programa Arte Actual (Bancomer Foundation / Carrillo Gil Art Museum). She holds a MA in curating from Goldsmiths College (University of London). Among her curatorial projects are *Stranded* by José Luis Rojas Pacheco (Border Cultural Centre, 2009), *Radio Concert* by Brandon LaBelle (UNAM Radio, 2008), *Piano Recital*. A project by Fernando Ortega (Casa del Lago Juan José Arreola, 2008), *Sir John Soane Museum Audioguide Project* (London, 2006). She was responsible of research and special projects at Kurimanzutto Gallery from 2007 to 2009. She contributes regularly in several publications on contemporary art and is a lecturer in Art Theory at the Escuela Nacional de Pintura, Escultura y Grabado "La Esmeralda". Lives and works in Mexico City.



Acknowledgements and credits

To Luis Calvo, Elizabeth Flores, Mario Martínez,
José Miguel Díaz and the staff at
Don Apolonio presenta
www.donapolonio.com

To Salvador Pimentel, Everardo Sánchez and the crew
at Sistemas y Materiales AB, S.A. de C.V.
www.sistemasymateriales.com.mx

To Javier Juárez Benavides

Design : José Luis Rojas
Photography: José Luis Rojas, Laura Aldana