



# STRANDED

Jose Luis Rojas

Curated by Carmen Cebreros

August 2009, Border Cultural Centre, Mexico City

There is a peculiar delight in any game, specially if it is about recreating a universe or a part of it with the rules that apply to it. This joy is about the feeling of dominance over a plenty embraceable scene, as a metaphor of divine contemplation.

Jose Luis Rojas articulates and maims with the same accuracy, analyzing and anticipating the outcome of a given set of paradoxes: not disposition but accident, not function but the way disfunctionality works, not the cinematics but its stiffness. His dedication as an observer aims at totally profane affairs; the thoroughness of his work turns out on parodies of iconic images which suggest a monu(mini)mentalized suspended violence, as prototypes ready to enter the touristic imaginary.

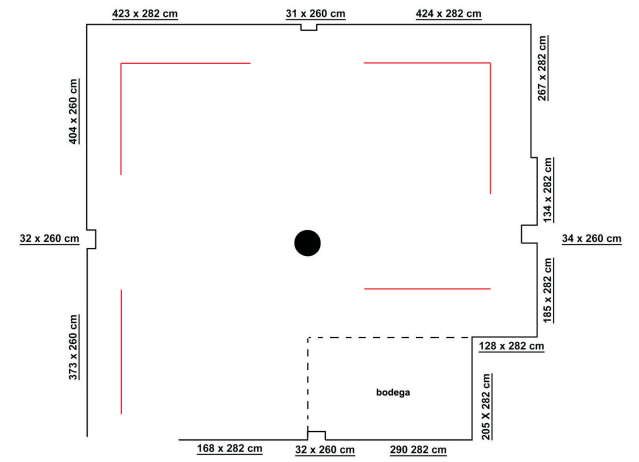
Towards the final part of the show, a group of five sculptures Rojas refers as *souvenirs*, suggest violence from a different nature; which has to do with the current aesthetic thought conformation through the mediatic forces struggle, suggesting portable and accesible versions as to consolidate its *brand®* presence.

We might think Rojas' main skill is modeling: to master the assemblage of scale models and replicate the qualities of a given surface on another of completely different nature; but actually, the artist best gift is to create a story and tell it without words in such task.

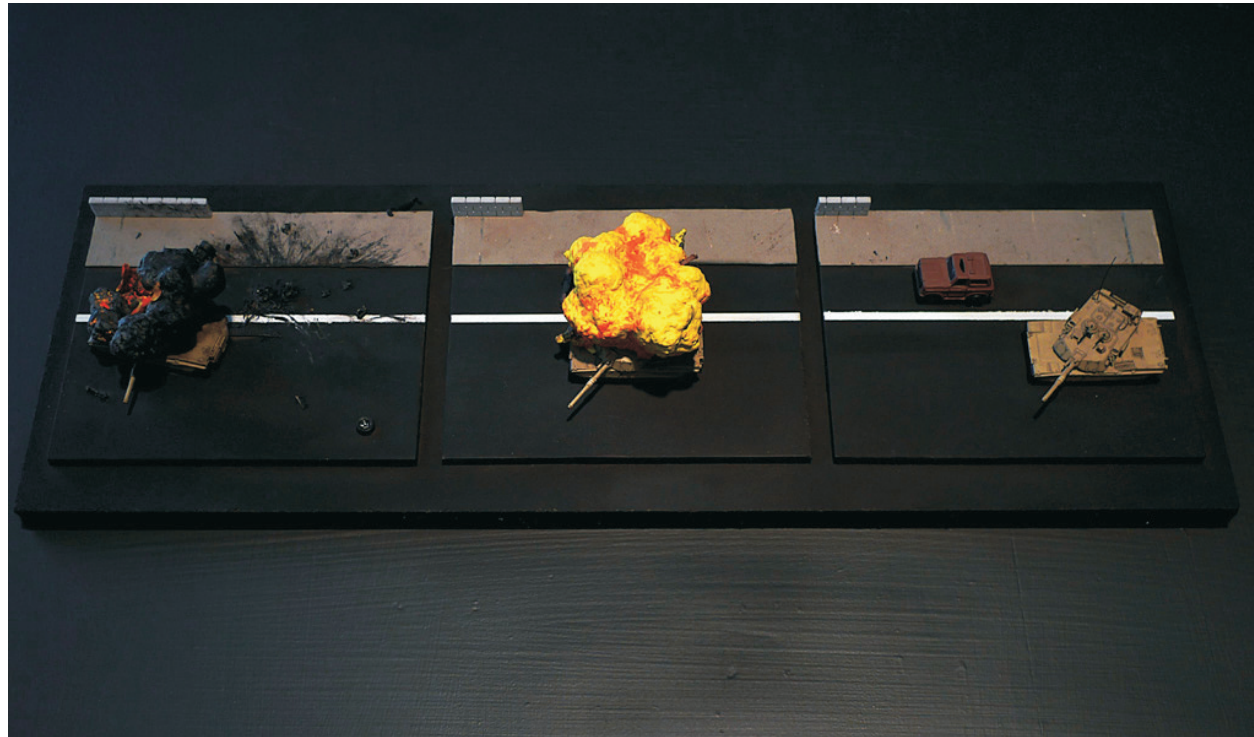
Stranded, which name derives from a homonim piece, gathers - besides the group previously mentioned- six sculptures inspired on news broadcasts, photography and internet videos, developed as "studys", where tiny details are obsessively added by the artist; turning this veiled urge into a narrative resource and giving away a dose of naivety to confront the images of our time.

Carmen Cebreros Urzaiz

# the space



# main show



## **Fire in the hole**

2007

Scale models, expanded  
polystyrene, wood, enamel  
and acrylic paint  
9 x 49 x 16.5 cm.



**Car bomb study**

2006

Scale models, expanded  
polystyrene, wood, wire,  
enamel, acrylic paint  
24 x 130 x 60 cm.





### **Stranded**

2009

Scale model, petroleum  
coke, expanded polystyrene,  
fabric, calcium carbonate,  
cardboard, epoxic putty, iron  
enamel, acrylic paint  
10 x 40 x 45 cm.

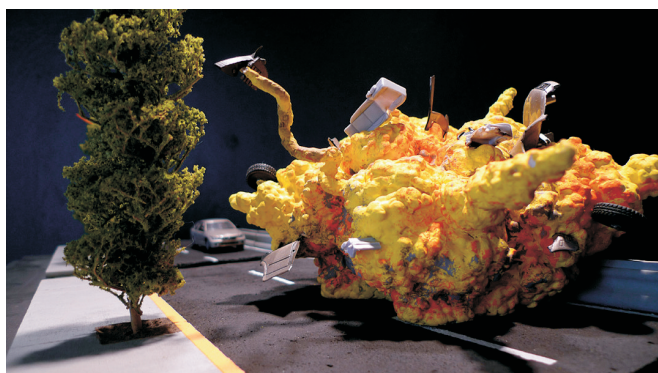
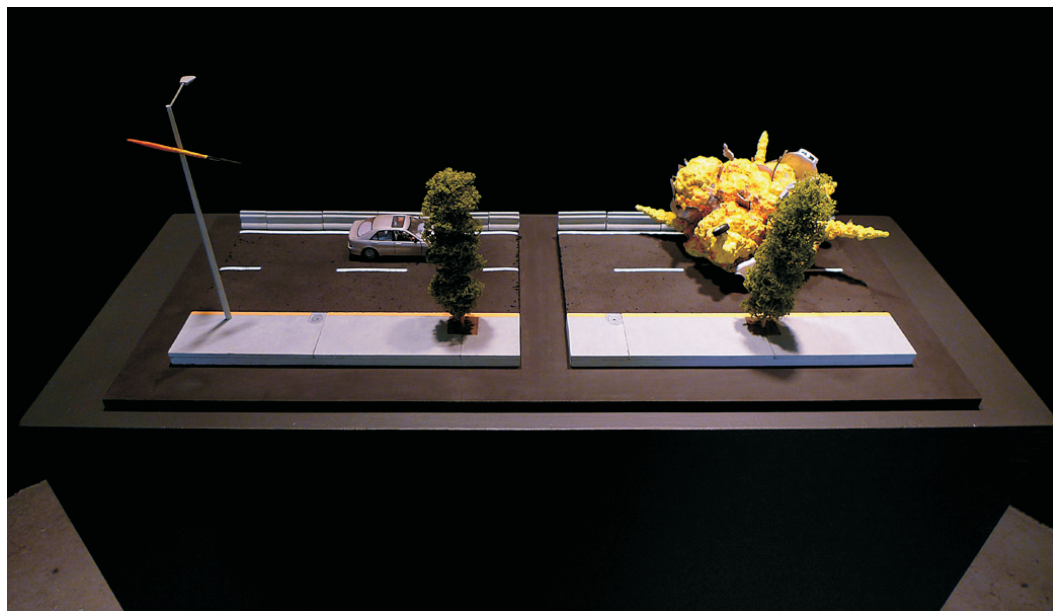
**Implosion Study**

2009

Mega Blocs®, expanded  
polyestirene, styrofoam,  
acrylic paint, craftboard  
34 x 50 x 45 cm.







**Hellfire**  
2008  
Scale models, expanded polystyrene, petroleum coke, MDF, wood, wire, clay, epoxic putty, enamel, acrylic paint  
29 x 85 x 35 cm.



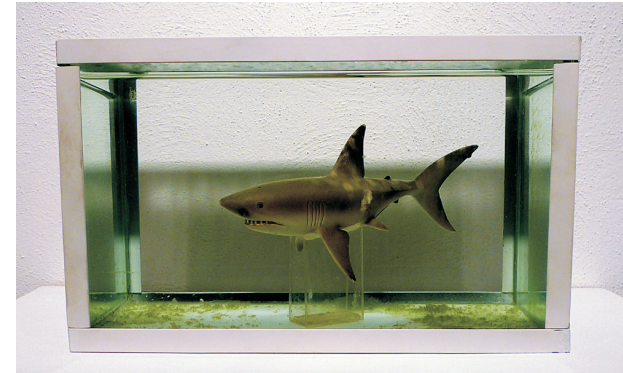
**Riiiiing**  
2009  
Scale models, MDF,  
expanded polystyrene,  
carpet, epoxic putty,  
enamel, acrylic paint  
13 x 56 x 30 cm.



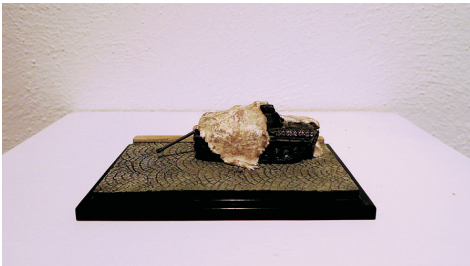
**...from Massimo de Carlo's Gallery**  
2008  
Plastic figure, clay  
epoxic putty, leather  
fabric, enamel,  
acrylic paint  
22 x 23 x 22 cm.



**...from White Cube Gallery (skull)**  
2008  
Scaled skull, fake jewelry,  
wire, MDF  
14 x 13 x 13 cm.



**...from White Cube Gallery (shark)**  
2008  
Rubber toy, glass, acrylic, water,  
acrylic paint  
16 x 26 x 12 cm.



**...from Border Cultural Centre**  
2009  
Scale model, fabric, wood, calcium  
carbonate, enamel, acrylic paint  
3 x 9.5 x 6 cm.



**...from Jumex Collection**  
2009  
Scaled steer skull, wire, enamel  
17 x 15 x 8 cm.

**JOSE LUIS ROJAS** (Mexico City., 1975)

Lives and works in Mexico City. Graduated on Fine Arts at the National School of Fine Arts (UNAM-Mexico). Among his main solo shows are "Lil mess / pequeño desastre", 2006, at the Queretaro City Museum, Mexico and "Pastiche", at Arena Mexico Gallery, 2005, Guadalajara, Mexico. Selected at the 2nd Monterrey Emerging Art Biennale 2008 and the VIII Monterrey FEMSA Biennale 2007. He's participated on shows at X-Teresa Contemporary Art, Carrillo Gil Museum, UNAM Chopo Museum and the San Ildefonso Old College, among others in Mexico, and on International Fairs as Arco 2000, and FIAC 2000 (BF:15 Gallery) in Paris. He belongs to the intermittent collective Los Lichis.

[www.behance.net/pastiche](http://www.behance.net/pastiche)

**CARMEN CEBREROS URZAIZ** (Mexico City., 1977)

Lives and works in Mexico City. Curator and writer graduated from Goldsmiths College (University of London). She is responsible of research and special projects at Kurimanzutto Gallery. She teaches at the National School of Fine Arts (UNAM-Mexico) and contributes regularly in different art and culture publications.

# acknowledgments

To Eugenio Echeverría and the Border Cultural Centre crew

Contact:

(00155) 5584 7557

Zacatecas 43. Colonia Roma, Mexico City.

[www.border.com.mx](http://www.border.com.mx)

[www.border.com.mx/borderlad](http://www.border.com.mx/borderlad)

[www.myspace.com/b\\_o\\_r\\_d\\_e\\_r](http://www.myspace.com/b_o_r_d_e_r)

[www.arteven.org/profile/BORDER](http://www.arteven.org/profile/BORDER)

Special thanx to Eduardo Bernal and the University of Mexico State UAEMEX

Photography by Luis E. Aguilar and José Luis Rojas

Design by Jose Luis Rojas