

MINERVA CUEVAS

The Economy of the Imaginary - Pirates and Heroes



August 26 – October 14, 2006

Luckman Gallery, Luckman Fine Arts Complex, Cal State L.A.

Opening Reception: Saturday, August 26, 6-8:00 p.m.

Co-produced by Outpost for Contemporary Art, Los Angeles

Born in 1975 and working in Mexico City Minerva Cuevas is fascinated with informal economies. For her first U.S. solo exhibition Cuevas presents *The Economy of the Imaginary - Pirates and Heroes*, a 5-channel video installation that plays with the format of comics in cinematic projections.

Cuevas researched the history of the Hollywood film industry, superheroes, social heroism, piracy dynamics and public domain to create a video installation where she presents *Salvia, Capital, Imperio, Oscar and Liberdade*, 5 characters that speak about Thomas Alva Edison, economy, heroism, defeat and human fantasies.

Video footage was recorded in different locations across Mexico City and actors chosen from the people that responded to an open call audition ad in a newspaper reading: "Se buscan superheroes" (Looking for superheroes). Flyers were also distributed in comic fairs and street performers were approached. At the audition people dressed in costumes were interviewed about themselves, their superpowers and a possible superhero comic set in Mexico.

Widely known for her projects based on context-specific social research and adeptly utilizing a wide array of media and artistic approaches, Cuevas' eye always leads us freely into the social sphere and its aesthetics.

Minerva Cuevas' exhibitions include: *Sharjah Biennial 7* (2005); *Not Impressed by Civilization*, Walter Phillips Gallery, The Banff Centre (2005); *Populism*, Contemporary Art Centre. Vilnius, Frankfurter Kunstverein, Stedelijk Museum (2005); *Biennale of Sydney* (2004); *Hardcore*, Palais de Tokyo (2003); *MVC-Biotec*, Secession (2001); *8th Istanbul Biennial* (2003). <http://www.minervacuevas.org>

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