

HÈRCULES. (Autoretrat en devaluació econòmica i plusvàlua cultural) / HERCULES (A self portrait losing economic value and gaining cultural capital), 2004/ 07

àngels barcelona, 2007 / MNCARS, Museo Nacional Centro de Arte Reina Sofía. Madrid, 2009

The project, using the genre of the self portrait as a pretext, casts a very critical gaze on the position of the author in order to remove it from the system in which he himself—or any other artist—cannot seem to escape.

With caustic sincerity and a healthy dose of (self)irony our “Hercules” confronts an artworld—rather, any world of cultural production—characterized by the spectacle, by a society which forces the artworld's absorption into the economic and historiographic systems to which it is closely tied. With the cultural and political action of art reduced to mere, deactivated, representation, the space of art has stopped being the public space *par excellence* and has become one of the fundamental scenarios for the consolidation and expansion of the system.

The project is composed of three pieces realized in very different media; as is characteristic of the artist's work, it negates any limiting notion of style. The show will include a photographic work, *Hercules spectacularizing himself*, which portrays the artificial production of the “Hero” in society. In addition, the artist will interpret a performance, *Public Hercules*, throughout the duration of the opening; the material generated from this piece will then be exhibited. The third work is *Hercules (A self portrait losing economic value and gaining cultural capital)*, the title piece and central element to the project. Hercules is a work of art and, at the same time, a legal contract. Directed to the collector, this work guarantees the initiation of a process that will bring about its complete depreciation in terms of its exchange value, while at the same time it is reevaluated as a cultural product.



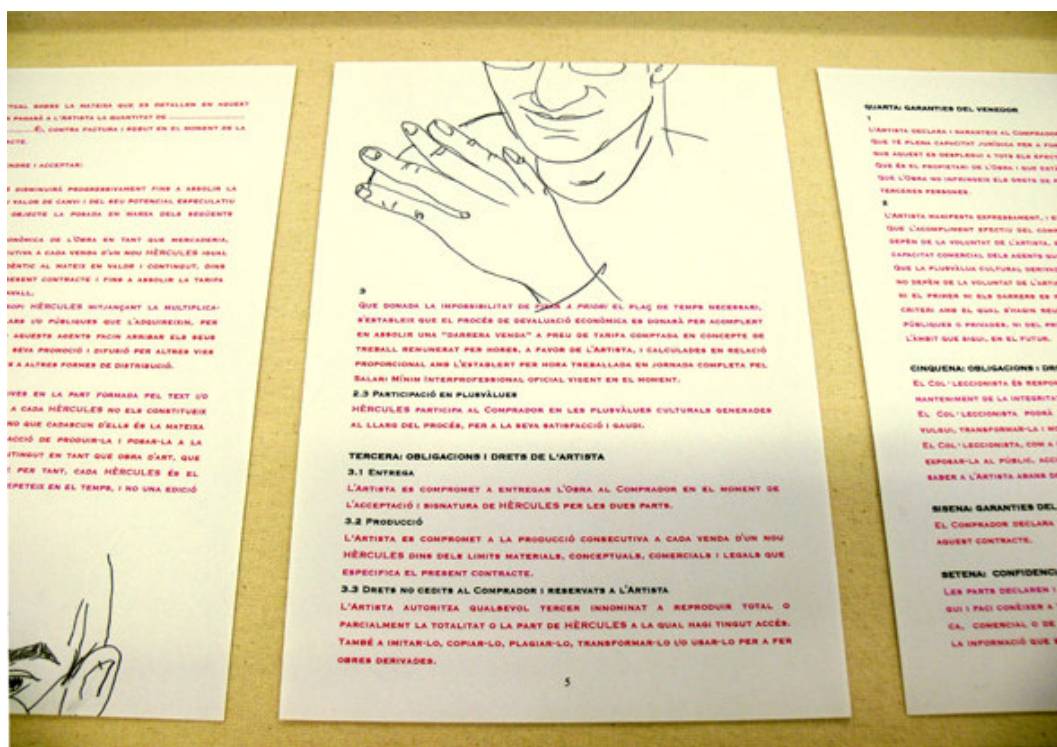
Partial views of the exhibition, àngels barcelona 2007

1- Hercules (Autoretrat en devaluació econòmica i plusvàlua cultural) / Hercules (A self portrait losing economic value and gaining cultural capital), 2006 / 07

Legal contract, pencil drawing, digital print mounted on engraved cardboard covers. Work realized in collaboration with Enrich Advocats.



Partial views of the exhibition, àngels barcelona 2007



Contract's folder and cover.



Colour photograph at the cover of the contract.
10 x 6.5 cm

2- Hércules Espectacularitzant-se / Hercules spectacularizing himself, 2006 / 07

Digital impression of a transparency of 10,2 x 12,5 cm.

180 x 229 cm

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3- Hèrcules Públic / Public Hercules

Performance: realized on 26.10.07 at the gallery.
Backdrop, shoes, nails and photographs.

After signing, barefoot, the contract "Hercules", the artist places himself in the shoes nailed to the floor; he remained in the shoes throughout the two hours of the official inauguration, posing for the photographer with those that wished to have their picture taken and giving personal explanations of his work.



Partial views of the performance. àngels barcelona 2007



Installation views after the performance with the photographs taken during the opening. àngels barcelona, 2007.