



FOR IMMEDIATE RELEASE:

Social Construction

Carlos Aguirre, Mariasun Salgado

14.09 – 2.11. 2017

(Hong Kong, 28 August 2017) Puerta Roja, pioneering the introduction of Latin American artists to Asia since 2010, presents *Social Construction*. This exhibition explores the hyper-connectivity of contemporary life, featuring a social and political installation on the language of Donald Trump. Mariasun Salgado, a rising Spanish artist with a background in architecture will be presented for the first time by Puerta Roja, alongside Carlos Aguirre, one of the pioneers of conceptual art in Mexico.

“While it is possible to say that man has a nature, it is more significant to say that man constructs his own nature, or more simply, that man produces himself.”

– *The Social Construction of Reality*, Perter L. Berger and Thomas Luckmann, 1966

What distinguishes us as human beings is not our ability to create social and physical structures, but that as “architects” we raise these structures in imagination, we conceptualise them before we erect them. These structures generate intersubjective narratives that exist external to the individual and are experienced differently at the personal and collective level. Global modernisation has altered our urban environments like never before. Megastructures and hyper-connected living spaces engulf us, they tower over us with a scale that makes their existence seem unquestionable. The ideologies and motifs behind the development of our external world, both physical and virtual, drastically effect our internal perception of reality. *Social Construction* explores the connection between ideological structures and contemporary architecture, presenting works by Spanish architect and artist Mariasun Salgado, alongside works by one of the pioneers of conceptual art in Mexico, Carlos Aguirre.

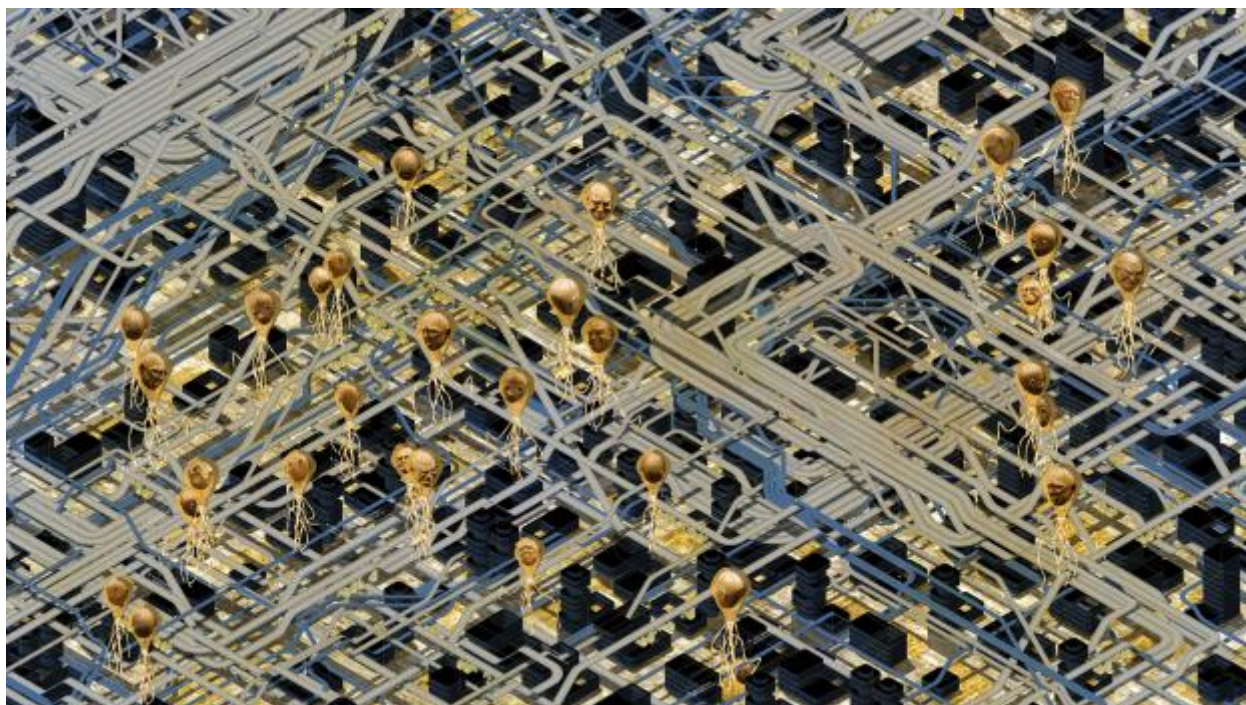
Mariasun Salgado's surreal cityscapes explore the utopian and dystopian, juxtaposing the past, present and future to generate a distinctly postmodern point of view. In the series ‘Excess’ and ‘Space Explosion’ selected for this exhibition, she uses a tablet to create impeccable technical architectural drawings, maintaining tactile interaction while using a digital interface. Hybridising the analogue and digital, she creates a space that lies between realism and abstraction. Salgado layers narrative elements to express her theoretical concepts by collaging vintage photographs into the work—tinting the futuristic scenery with feelings of nostalgia. She cuts and pastes different mediums, to develop a unique and highly intellectual creative process. As a result, Salgado's works address the anxieties that arise from contemporary structures, with a particular focus on contemporary urban overcrowding and hyper-density.

Carlos Aguirre's architectural digital spaces accompany seamlessly but distinctively those of Salgado. Experimentation lies at the heart of Aguirre's creative process—the artist is constantly learning by means of trial and error with new materials and techniques. His work exploring architecture begins with photographing his everyday environment on daily walks. He then playfully arranges, re-arranges, assembles, manipulates and adjusts the images, until a distilled reality has been abstracted. Consisting largely in digital format -the artist refused to paint since his early years- Aguirre's work is highly flexible and materialised in multiple forms, from small scale printed format to ephemeral site-specific large-scale installations. The works of the exhibition will reflect digitally constructed spaces, both in concept and in composition.



Puerta Roja has also chosen to include as part of the exhibition a selection of Aguirre's better-known socially and politically charged works using language. As language can be understood as the architecture of the mind, its inclusion extends the conceptual dialogue from the core of the exhibition.

Further, it is the nature of the most recent events in world politics that made this inclusion not only pertinent but also imperative for Aguirre and Puerta Roja. The gallery will present a just-finished work stemming from the artist's most recent and extensive project on Donald Trump's rise in American politics. We believe it provides a window into the changing social construction in America -and its repercussions on all of us around the world- as distilled from the language used by one of the most polemic political figures in modern history.



Mariasun Salgado, *Oda to Denialism #02*, Excesses Series, Mixed media collage, 77.1 x 137.1 cm, 2016

Exhibition: Social Construction

Artists: Carlos Aguirre, Mariasun Salgado

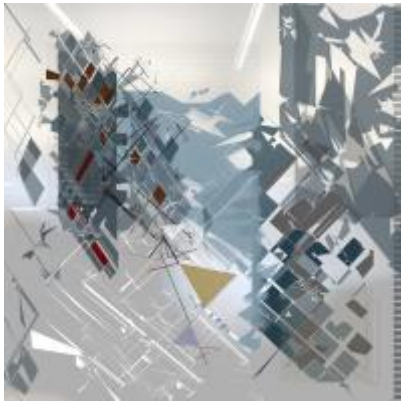
Opening Night: 6:00 - 8:30pm: Thursday 14 September 2017

Exhibition Period: 14 September – 2 November 2017

Location: Puerta Roja
1/F SoHo 189 Art Lane,
189 Queen's Road West, Sheung Wan, Hong Kong

Media Contacts: For more information, please contact Alisa Fung at alisa@puerta-roja.com (+852) 2803 0332

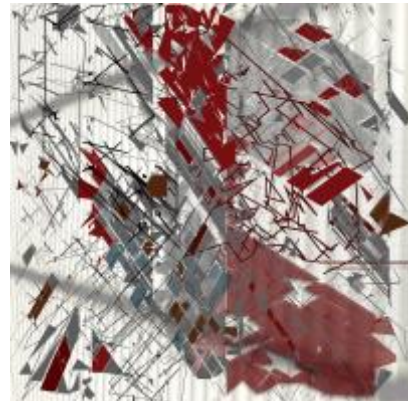
Selected Works



Carlos Aguirre, *Desarrollos II*,
Digital resolution on
photographic paper,
plexiglass mounted, 100 x
100 cm, 2017



Mariasun Salgado
Babel's Stairs II, Excesses
Series, Mixed media
collage, 170 x 65 cm,
2013



Carlos Aguirre, *Desarrollos I*,
Digital resolution on
photographic paper, plexiglass
mounted, 100 x 100 cm, 2017

about Mariasun Salgado (b.1970, Madrid, Spain)

Mariasun Salgado's lifelong obsession with drawing has manifested in an interdisciplinary career in architecture, academia and art. Her main area of research is the creative process itself. Through tireless investigation, she has developed a deep understanding of innovation through the practice of drawing. This understanding is reflected in her artistic work and feeds her docent practice as a University lecturer at the Superior Technical School of Architecture of Madrid (ETSAM).

Salgado's highly passionate and analytical energy has given her rising success in many different areas. Through her artistic practice she is able to explore and express her informed and academic concepts using visual language, which in contrast to architecture, is anything but concrete.

Mariasun Salgado earned a Master of Architecture in 1995 and a PhD in Architecture in 2004, both from the Polytechnic University of Madrid. She has published numerous articles in specialized journals such as EGA, Arquitectura COAM, 0 Monografías, Formas o Cairon among others. She has been selected as a finalist for several drawing awards including the International Drawing Annual 11 in 2016, DRAWN second edition in 2015 and Artig Kunstpreis Contest in 2014.

Puerta Roja represents Mariasun Salgado in Asia since 2017.

about Carlos Aguirre (b.1948, Acapulco, Mexico)

As one of the pioneers of conceptual art in Mexico, Carlos Aguirre has been exhibiting thought-provoking and socially conscious work for over 35 years. Over this time, the artist has produced a wide-ranging and dynamic range of works, resulting from a practice that incorporates three core elements: social, linguistic and material. Unlike many conceptual artists, the "idea" does not take precedence over the aesthetics and process of creation, on the contrary, they are vital to conveying the artist's intent.

From his background in design, Aguirre employs typography, graphic communication and material experimentation to eloquently address complex social issues. Experimentation lies at the heart of Aguirre's creative process—the artist is constantly learning by means of trial and error with new materials and techniques. He begins with continuous rituals of collecting information, such as



photographing intriguing details in urban environments and collecting and archiving phrases from newspapers. He then playfully arranges, re-arranges, assembles, manipulates and adjusts the images, words and unusual materials and objects. In his linguistic work, he wittily addresses the ambiguous space around everyday language from which meaning is formulated. Whether the work untangles social structures, makes political statements or is simply a result of artistic investigation, Aguirre teases our minds to develop our own interpretations and reveals our own contradictions.

Aguirre has represented Mexico in different Biennales, such as Paris, Sao Paulo and Havana. He obtained the prestigious Guggenheim Fellowship in 1996 and is currently a member of the National System of Creators of the Fondo Nacional para la Cultura y las Artes (FONCA, Mexico). He has worked extensively in solo projects for some of the most prestigious contemporary art museums in Mexico, including the Museum of Modern Art (MAM), Contemporary Art National University Museum (MUAC), Carrillo Gil Contemporary Art Museum, Siqueiros Public Exhibition Hall, Museo del Chopo, as well as the National School of Fine Arts.

Returning 30 years after his first solo show at the Museo de Art Moderno (MAM), Aguirre exhibited a large Retrospective "Zona de Riesgo" encapsulating four decades of his most socially and politically driven works in Mexico City.

Puerta Roja represents Carlos Aguirre in Asia since 2014.

about Puerta Roja

Founded in 2010 by Adriana Alvarez-Nichol, Puerta Roja pioneers the promotion of established and emerging contemporary Latin American and Spanish artists in Asia-Pacific.

Puerta Roja focuses on exhibitions that expand the understanding of Latin American artists' contribution to the development of global art movements, selecting artists whose discourse remains relevant to Asia Pacific. Its programming has introduced master's works from Mexican modernism to South American geometric abstraction such as Siqueiros, Carrington, Asís, Tomasello and Cruz-Diez. The gallery supports the internationalisation of emerging artists and has presented ground-breaking new media installations by Miguel Chevalier as well as works by conceptual artists such as Carlos Aguirre, Carlos Amorales and TRES Collective. Exhibitions are regularly accompanied by a talk and community engagement programme.

Puerta Roja is firmly rooted in HK and prides itself in developing bridges that further the regional ecosystem and the local art scene. Its regional focus helps develop deep relationships with established collectors across Asia Pacific and nurture the next generation of collectors. Puerta Roja has significantly furthered its collector base by bringing top international standards to regional art fairs in Indonesia, Taiwan, Korea and Australia. It also collaborates with international collectors, galleries, and dealers representing Latin American artists and contributes to their efforts in Asia Pacific, for instance, when they participate in Art Basel HK. Puerta Roja also intermediates in the secondary market, primarily between Asian and Latin American collections.

Alvarez-Nichol is a founder and current Vice-president of the Hong Kong Art Gallery Association and represents HK at the Asia Pacific Art Gallery Alliance. Puerta Roja proudly supports Para Site Annual Auction, Neptune, the WMA Awards, the Sovereign Art Foundation and regularly contributes to other social and environmental charities.