

# PALMADOTZE

**DANIEL G. ANDÚJAR / ROGELIO LÓPEZ CUENCA**  
**The Art of Seduction (2008 / 2021)**

**29 May - 31 July 2021**

Daniel G. Andújar (Almoradí, 1966) and Rogelio López Cuenca (Nerja, Málaga, 1959) are two creators who have collaborated on different occasions. The fact that both pay special attention to the media made possible their meeting in 2008 through the project "The Art of Seduction", about the image of art and the figure of the artist in contemporary culture and through the media.

This work in process has been presented in different stages; in chronological order, in the institutional spaces Sala Parpalló ("Herramientas del Arte", Valencia, 2008) and Museo de Arte Carrillo Gil ("Yo me perfumo para ocupar más espacio", Mexico D.F. 2009). Later, Palmadotze gallery presents "The Art of Seduction" in Madrid (ARCO2011-Arco40 Palmadotze stand, 2011), Vilafranca del Penedès (solo exhibition Palmadotze gallery, 2011) and Vienna (Vienna Art Fair11 Solo Project, Palmadotze stand, 2011).

It is therefore a satisfaction for the Palmadotze gallery to welcome back the artists and the project, which is presented with new works that expand and enrich it.

If so far, the analysis focused on the recurrence of the iconographic exploitation of the artist's pose by advertising and commercial cultural productions, as well as the generation of symbolic surplus value of the brand-firm produced in this transfer, on this occasion the artists introduce new elements and perspectives, such as the role of the public or spectator or the relationship with contemporary aesthetics.

Specifically, the artists have compiled images from the mass media, appearing in the written press and also in television or cinema, through which they propose a critical re-reading of the ways in which ART and ARTISTS "HAVE SEDUCED" society over the centuries.

Desired by all, art is used by advertising, serves as inspiration for fashion, design and industry and is also a seal of distinction and social class. The project also humorously underlines how the association "artist - genius", established in romanticism, according to which the artist is imagined as a bohemian, an eccentric dreamer whose marginality does not always imply exclusion in socially negative terms but precisely contributes to underline, with its exceptionality, the value of the norm.

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## BIO/

**Daniel García Andújar (Almoradí, Alicante, 1966)** Visual artist, theorist and activist who questions, through irony and the use of strategies of presentation of the new communication technologies, the democratic and egalitarian promises of these media and criticizes the will of control that they hide behind their apparent transparency. Starting from the observation that the new communication technologies are transforming our daily experience, Daniel G. Andújar creates a fiction (Technologies To The People, 1996) with the aim of making us aware of the reality that surrounds us and of the deception of promises of free choice that become, irremissibly, new forms of control and inequality. Historical member of "irational.org" (international reference of art on the net) and director of numerous Internet projects such as "e-barcelona.org", "e-stuttgart.org" or "Postcapital Archive" (1989-2001). His work has been shown in numerous exhibitions around the world, including Manifesta 4, 53rd Venice Biennale, Helsinki Photography Biennial, Guangzhou Image Triennial, Kyiv Biennial or The 3th Seoul International Biennale of Media Art. In 2015 the Museo Nacional Centro de Arte Reina Sofía makes a first approach to the work of Daniel G. Andújar where Manuel J. Borja-Villel makes a tour through the artist's work in the last 20 years. In 2017 he participates in Documenta 14 in Athens and Kassel.

**Rogelio López Cuenca (Nerja, Malaga, 1959)** Poet, visual artist and researcher, his work revolves around the construction of identities, the analysis of mass media and the critique of culture; work he develops through a variety of media including publications, exhibitions and urban or media interventions (<http://www.malagana.com>), using procedures from the visual arts as well as literature and social sciences. He has participated in the Contemporary Art Biennials of Johannesburg (South Africa), EVA International (Limerick, Republic of Ireland), Manifesta 1 (Rotterdam, Netherlands), Lima (Peru), Sao Paulo (Brazil), Istanbul (Turkey) and Guatemala. He has received the Iniciarte (Junta de Andalucía), Francisco de Goya (Villa de Madrid), El Público (Canal Sur Radiotelevisión), El Ojo Crítico (Radio Nacional de España) and the Andalucía de Artes Plásticas awards. Since the late 1990s he has been working on research and collective pedagogy projects related to the territory, the city, the critique of public art and the manipulation of history and subalternized memories. An extensive retrospective exhibition was dedicated to his work at the Museo Nacional-Centro de Arte Reina Sofia in 2019, and currently in Rome, at the Spanish Academy of Fine Arts and the Fondazione Baruchello.