

ROGELIO LÓPEZ CUENCA

NERJA, 1959

Since the beginning of his artistic career in the 1980s, **Rogelio López Cuenca (Nerja, 1959)** has worked at the crossroads between the visual arts and the mass media. Taking writing off the page, he has exercised his own visual poetry that operates inside the tradition of institutional critique and the offshoots of Pop through multiple mediums such as painting, installation, urban interventions and publishing.

He began by exploring music and collaborative work, specifically with the group Peña Wagneriana and the collectives Agustín Parejo School and UHP (United Brothers of the Proletariat); early incursions which punctuate certain concerns approached individually, for instance city space, popular language and the language of avant-garde movements.

In 1992, in the context of the 5th Centenary of the Discovery of America, the Universal Exposition of Seville, Madrid as the Cultural Capital of Europe and the Barcelona Olympics, a turning point took place in his work. Thereafter, he would carry out different critical interventions in the contemporary system, interventions which reflect the issues running through his oeuvre – migratory policies and historical memory or new forms of urban speculation and the sensationalism of culture, symptomatic of burgeoning cognitive capitalism.

López Cuenca takes images and texts from different mediums of high and low culture, often placing them in advertising or commercial devices in public space to condemn situations of violence and discrimination that work at once in historical and present-day terms. Worthy of note is also the capacity to inscribe his works outside museum environments, thereby causing short circuits in different systems of the social circulation of images, calling into question the uniqueness of the art work and its space in conventional contemplation.

López Cuenca's work has featured in a huge number of projects and exhibitions both in Spain and abroad, and he has also worked on many individual and collective initiatives, including a large proportion of one-off actions. He has done interventions on the web www.malagana.com and he has also taken part in the Johannesburg Biennials; Manifesta 1, Rotterdam; Sao Paulo; Lima and Istanbul. He is currently exhibiting at the MNCARS_Museum of Reina Sofia in Madrid_Spain