



THE HARRIET AND CHARLES LUCKMAN FINE ARTS COMPLEX

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LUCKMAN GALLERY

Luckman Fine Arts Complex, Cal State L.A.

announces

MINERVA CUEVAS

The Economy of the Imaginary: Pirates and Heroes

August 26 – October 14, 2006



Minerva Cuevas, 2006

With a new video installation titled *The Economy of the Imaginary: Pirates and Heroes*, the first U.S. solo exhibition by internationally recognized Mexican artist **Minerva Cuevas** will be presented at the **Luckman Gallery** at California State University, Los Angeles. The exhibition opens **August 26** and is on view through **October 14, 2006**, and is co-presented by **Outpost for Contemporary Art**, a Los Angeles-based non-profit organization devoted to interaction and international exchange in contemporary art. Admission is free.

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The Economy of the Imaginary: Pirates and Heroes comprises a series of five new video projections produced specifically for this exhibition that mine the connections between cinema, commerce and culture. The videos, featuring the scripted appropriation of cinematic superheroes by street performers in Mexico City and Los Angeles, trace the cultural "character arc" of fantasy figures as they are popularized and adopted into the global domain. Through these cinematic projections, Cuevas intends to expose a process that blurs the boundaries between corporate ownership and artistic usage.

Based in Mexico City, Cuevas' artistic output includes public interventions, products, services and media campaigns, many of which are administered through her non-profit corporation, **Mejor Vida Corp.**, and documented on her website: irational.org. Works by Cuevas have been featured in solo exhibitions at the Museo Rufino Tamayo in Mexico City (2000); Secession, Vienna (2001); Galeria Kurimanzutto in Mexico City (2002); Maes & Matthys Gallery in Antwerp (2004); and Reg Vardy Gallery in Sunderland, UK (2005). She has participated in numerous international exhibitions, including *Hardcore* at the Palais de Tokyo, Paris (2003); *Poetic Justice* at the Istanbul Biennial (2003); *On Reason and Emotion* at the Biennale of Sydney (2004); *Populism* at the Frankfurter Kunstverein in Amsterdam (2005); and the upcoming Bienal de Sao Paulo (2006), among many others.

At 7 p.m., Wednesday, October 4, at the Gallery, a free illustrated lecture--***Bull## and Truth: Superhero Mythology and the Manufacturing of Identity***, an illustrated lecture by Woodbury University Professor **Amy Pederson**—will explore the connections between comics and contemporary art.

This project is co-produced by the Luckman Gallery and **Outpost for Contemporary Art**, a Los Angeles-based non-profit organization that cultivates creative exploration, international cultural exchange and a social setting conducive to lively discussion. For further information go to outpost-art.org

Generous support for the exhibition is provided by **La Colección Jumex**. Additional support is provided by the Peter Norton Family Foundation; Epson America, Inc.; The Millennium Biltmore Hotel, Los Angeles; and Celuloide Films.

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

Gallery Talk: Wednesday, October 4, 7:00 p.m.

Bull## and Truth: Superhero Mythology and the Manufacturing of Identity, an illustrated lecture regarding the connections between comics and contemporary art by **Amy Pederson**, Ph.D., UCLA and Assoc. Professor, Woodbury University

Gallery Hours: Monday through Thursday and Saturday, 12:00 – 5:00 p.m.
[closed Monday, September 4, Labor Day]

Directions: Go to luckmanarts.org or calstatela.edu (maps)

Information: Luckman Gallery, tel. (323) 343-6604, luckmangallery@luckmanarts.org