

Pire, Miche, Yoko, Stone...

Francesc Ruiz

17.05.24 - 06.07.24

Cibrián is thrilled to present *Pire, Miche, Yoko, Stone...* a solo exhibition by artist Francesc Ruiz (b. 1971, lives and works in Barcelona).

Cibrián: For your exhibition *Pire, Miche, Yoko, Stone...* at Cibrián, you show seven sculptures that take the form of mailboxes. On these sculptures, self-contained units, the viewer can see logos of printer/plotter, tire and prepaid telephone international companies, as well as nameplates with sloppy handwriting, traces of unknown inhabitants. The proliferation of mailboxes in the space and their symbolic generosity leave the viewer facing an experience both common and unique. Can you tell us about the origin of these works?

Francesc Ruiz: The exhibition shows a body of work that epitomizes the installations I made at the CA2M in Móstoles in 2020 and at the EACC in Castellón in 2022, where I was able to work around the idea of printed capitalism coined by Benedict Anderson, but expanded on the one hand to what I call the *printernet* and on the other hand to what would be a very particular vision of contemporary logistics.

Anderson establishes a relationship between the emergence and evolution of the printing press and the development of imaginary communities that construct the idea of nation. An example of this would be how the daily press helped to implement the notion of belonging to a territory or citizenship. An important part of my practice has been understanding newsstands as a place from which analyze specific contexts, dismantling the way in which status quo is constructed.

In 2015, I started to expand that notion of printed capitalism to the contemporary urban landscape, which I relate to the development and cheapening of technologies associated with large-format printing. Banners, vinyls, etc. cover the façades of buildings, shop windows, buses, vans, and trucks. They are configured as a skin or an adhesive architecture. This *printernet*, allows you to download a logo or an image from the web and print it at the size you want; it even allows you to print entire cities at real size.

At the same time, the idea of distribution that I had developed in all my work around expanded comic becomes of interest to me from a new perspective. I start a whole research around several axes: global logistics, the genealogies of what I call art-distribution, the possibility of queer logistics, as well as a negative perspective on all that through the idea of disappearing or being taken out of circulation.

Coming back to the body of work that I show at the gallery, the mailboxes gather all those interests that I have mentioned; they are prints, posters, and signs in a material that looks like foam board and that we associate with architectural models. The mailbox is nothing more than a model of a building, a summary of it, where the idea of private property is represented on a small scale, but also that of community.

The logos we see here refer to companies that print in a broad sense: plotter manufacturers, tire brands, and a cell phone company, Lycamobile, which between 2015 and 2020 ran a very invasive urban communication campaign, covering the stores that distributed its prepaid cards with vinyl.

The mailbox is the final place in the supply chain, in a world where we no longer send letters, but receive packages.



To read the full conversation:

also available on our website www.cibrian.eu

① **PIRELLI**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
57 x 85,5 x 38,5 cm

② **HP**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
29 x 57 x 38 cm

③ **EPSON**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
29 x 57 x 38,5 cm

④ **BRIDGESTONE**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
57 x 171 x 38,5 cm

⑤ **LYCAMOBILE**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
85,5 x 28,5 x 38,5 cm

⑥ **MICHELIN**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
57 x 85,5 x 38,5 cm

⑦ **YOKOHAMA**
2024
Print on Pegasus foam board, PVC profiles, Plexiglass.
28,5 x 171 x 38,5 cm

