



"Label Paintings", Panamá (Chiquita), 60x92 cm, 2019 © CRISTINA GARRIDO

For Artissima 2019, Cristina Garrido (Madrid, 1986) produced a brand new series entitled "Label Paintings".

She paints on the backs of canvases collected at flea markets. It features a sticker that is regularly found on fruits or vegetables and specifies their brand and geographical origin.

Thus, the Spanish artist questions the importance of territorial marking in an artistic career.

Each major period in the history of art has seen these major cities that drew in artists like lighthouses (Florence, Paris, New York,...).

In our digital world, however, it is no longer a particular city that dominates, but the geographical origin of the artists themselves can contribute to their emergence on the international scene. The trend effects are frequent and sudden attention is focused on one or the other geographical space. Of course, political choices contribute radically to the visibility or invisibility of certain countries on the international art scene. The international visibility of an artist therefore depends a lot on the economic health and governance choices of his or her country of origin or the country that has become his or her adopted country.

This labelling also refers to the question of nationalisms. What makes you a Spanish or Catalan artist? Belgian or Flemish?

The stamp is also that of the brands, as some galleries have now become self-labelling companies. The simple fact that an artist belongs to the team of the said gallery makes him a world star.

The artist has also gathered various small excerpts from articles in the artistic press where the geographical origin is sometimes pointed out with a certain clumsiness or conveying the feeling that an artist has the ubiquity of it.

On the floor, are displayed objects of everyday consumption that embody the dimension of an aesthetic-geographic cliché.



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