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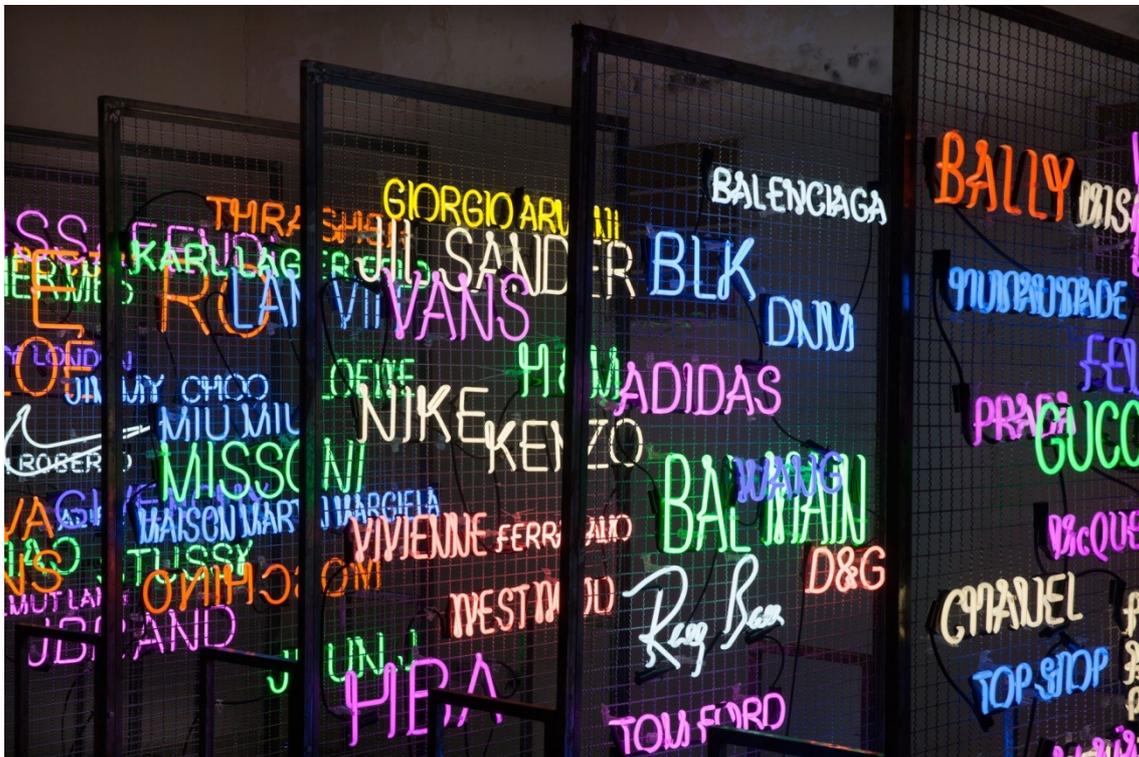


Alê Jordão presents exhibition “Over Consumerism – The Neon Traffic Dealer” in Milan, 14th de april

Curated by Baixo Ribeiro, the xhibition presents pieces made in neon that reframe famous logos

Society’s approach to excessive consumerism associated to a very clever advertising system; the attitude towards brands that have been established for decades or new ones that struggle for a place in the sun in a world that got used to depleting its own ecosystem and lost sense of limits; the stance of society as a whole has been completely self-destructive. And it doesn’t seem like we are being able to raise an adequate consumers awareness to fight against the tricks of active branding.

Looking through pessimistic and conformist lenses as the paragraph above, we do nothing but reinforce the dynamics in which we were born and raised.



Alê Jordão’s pieces in neon will be exposed in Milan

In a battle of imageries where there is no place for naivety, the artist aims to break the legs that support the leviathan of the consumer market. Just as Lernaean Hydra, our beast grows new legs at every leg chopped off. Hence, the artist not only has to cut the leg off, but also be prepared for bloodier battles every time, otherwise he will only empower the monster.

Maybe Hydra’s own venom can create a potion to take care of it. The artist works side by side with Hydra, entering its house and allowing to be smelled. He takes just the right dose of the venom to take the role of the horse that makes the antiophidic serum. He stalks the monster to find the right moment to gallop and tame his Hydra. He just might sacrifice it.

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If frantic consumerism awakes people's fury for more and more of the poison, the artist uses gluttony and excessiveness to inoculate the virus. He gives extra sugar to a sweet tooth and makes it sick of sweets. Just like someone who works for a chocolate factory and gives up on sweetness altogether.

In Ale Jordão's neon gratings, the brands are shiny and hypnotically flanked and separated without being separate, ranked but made homogeneous, mixed in a gas and alphabet soup. The audience, therefore, becomes paralyzed and brand-toxicated so that they can then start their detox.

“Over Consumerism – The Neon Traffic Dealer”, by Alê Jordão @ Università degli Studi di Milano

Exhibition period: from 14th april to 17th may

Schedule of vistration: from 10am to 12am (from 04/14 e 04/19) and from 10am to 8pm (de 04/20 a 05/17)

Adress: Via Festa del Perdono, 7, 2012 - Milano, Itália

More information www.alejordao.com

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