

THE AFFIRMATION OF UTOPIA

# PROJECT DESCRIPTION

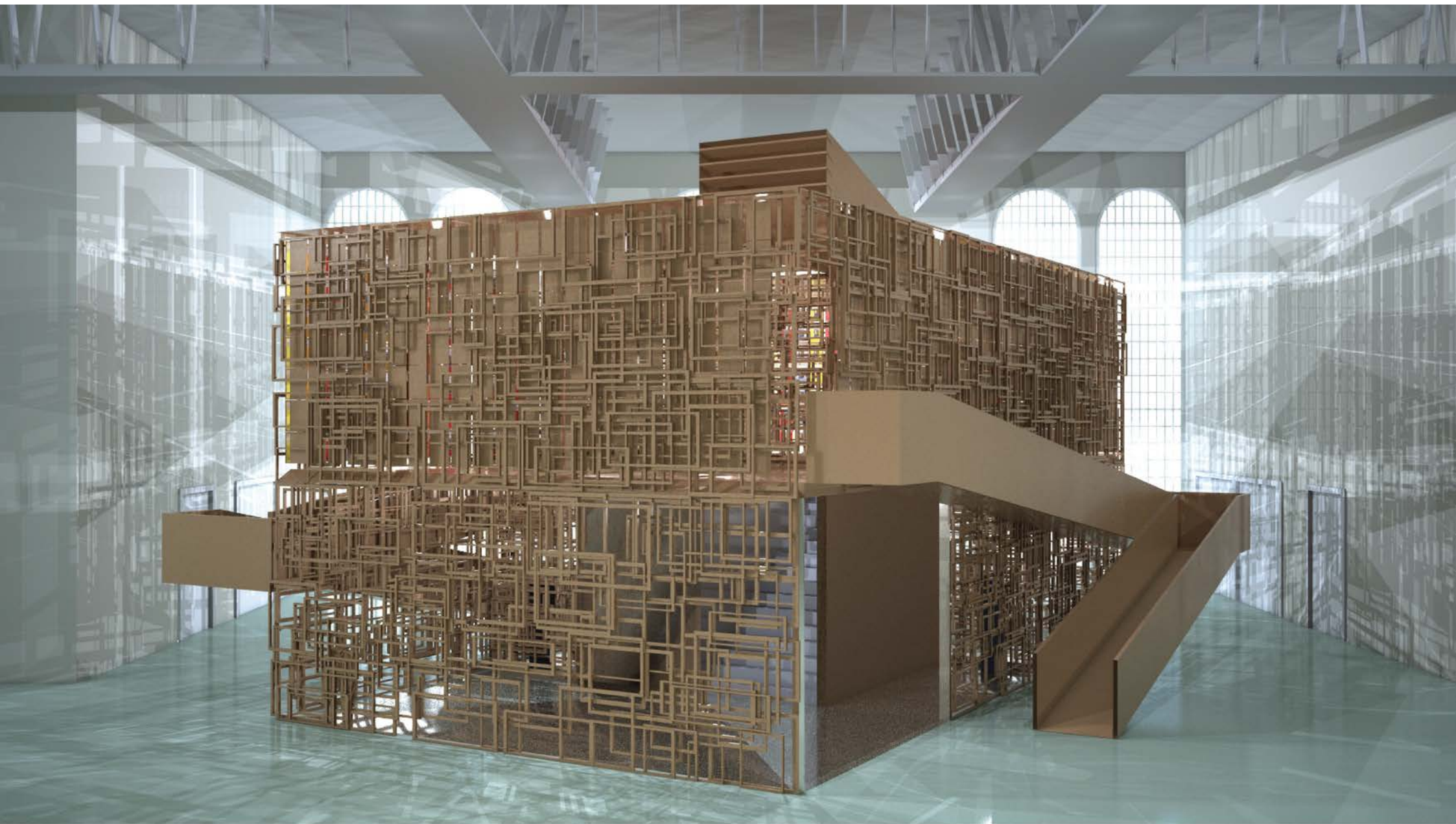
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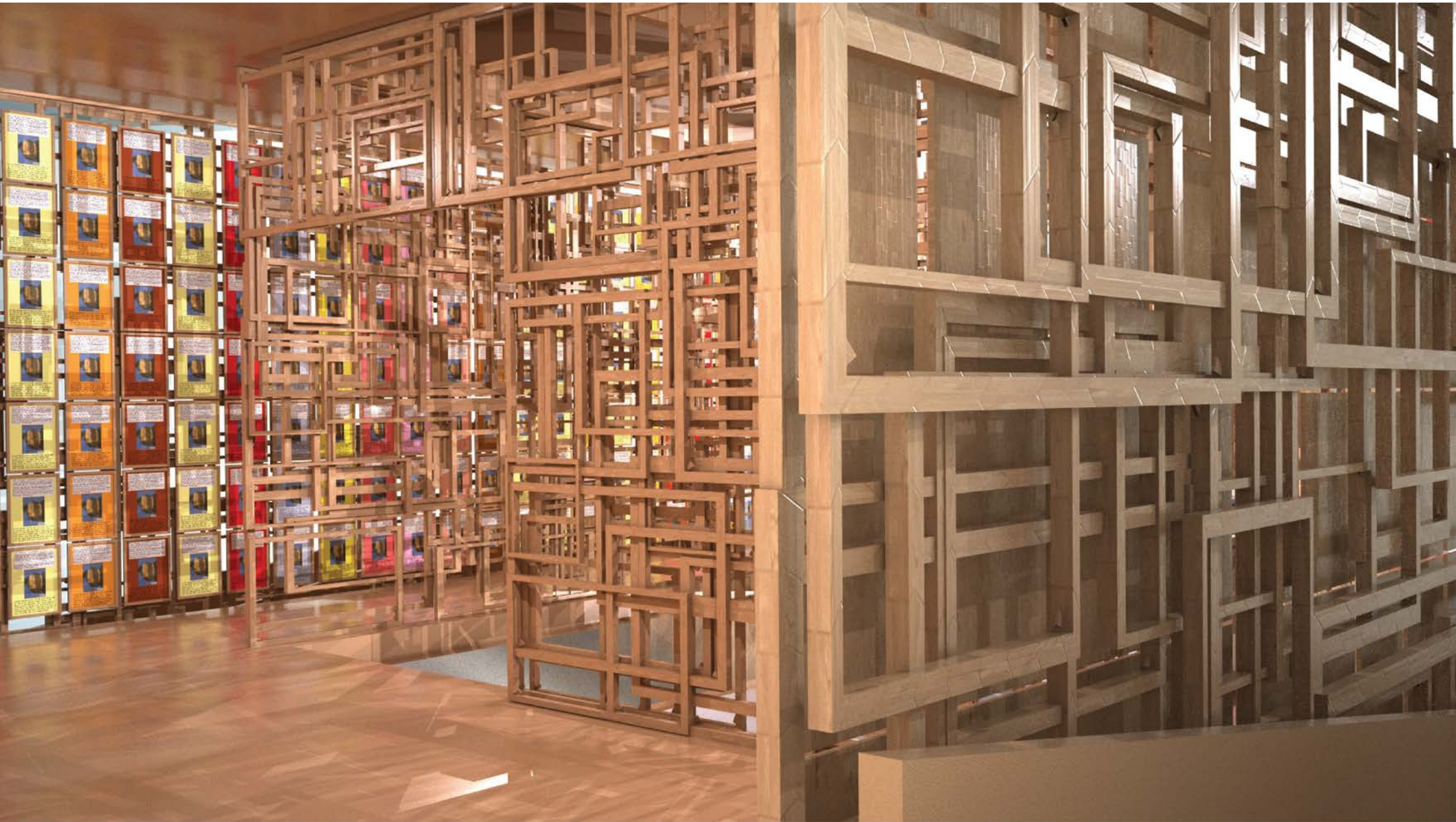
For the centenary of the Russian Revolution (1917-2017), Carlos Gómez (1945-2014) left strict instructions that reveal the problems already raised by various historians and philosophers throughout the 20th century: "The Description and the Translation." In 1995, Gómez acquires the catalogs of the complete collection of "Great Painters of the 20th Century" by GLOBUS publisher (1994 / Printed in Spain). In an impulsive act he cuts each image from the catalogs and randomly glues them onto colored construction paper that makes reference to pantones (color scale). There are notes that not only attest to this collage practice, but that also confirm the insistence, persistence, and resistance that threw him into this type of action without any intention of reading a biography, formal text, or context about any artist. In the "G001-A" log we can see the notes refer to his disbelief towards theorists, and what he calls absurd speculations. Gómez continues with: "What happens between Duchamp and Kokoschka? Between these two pillars where can I find all my peers (artists) that nobody names?"

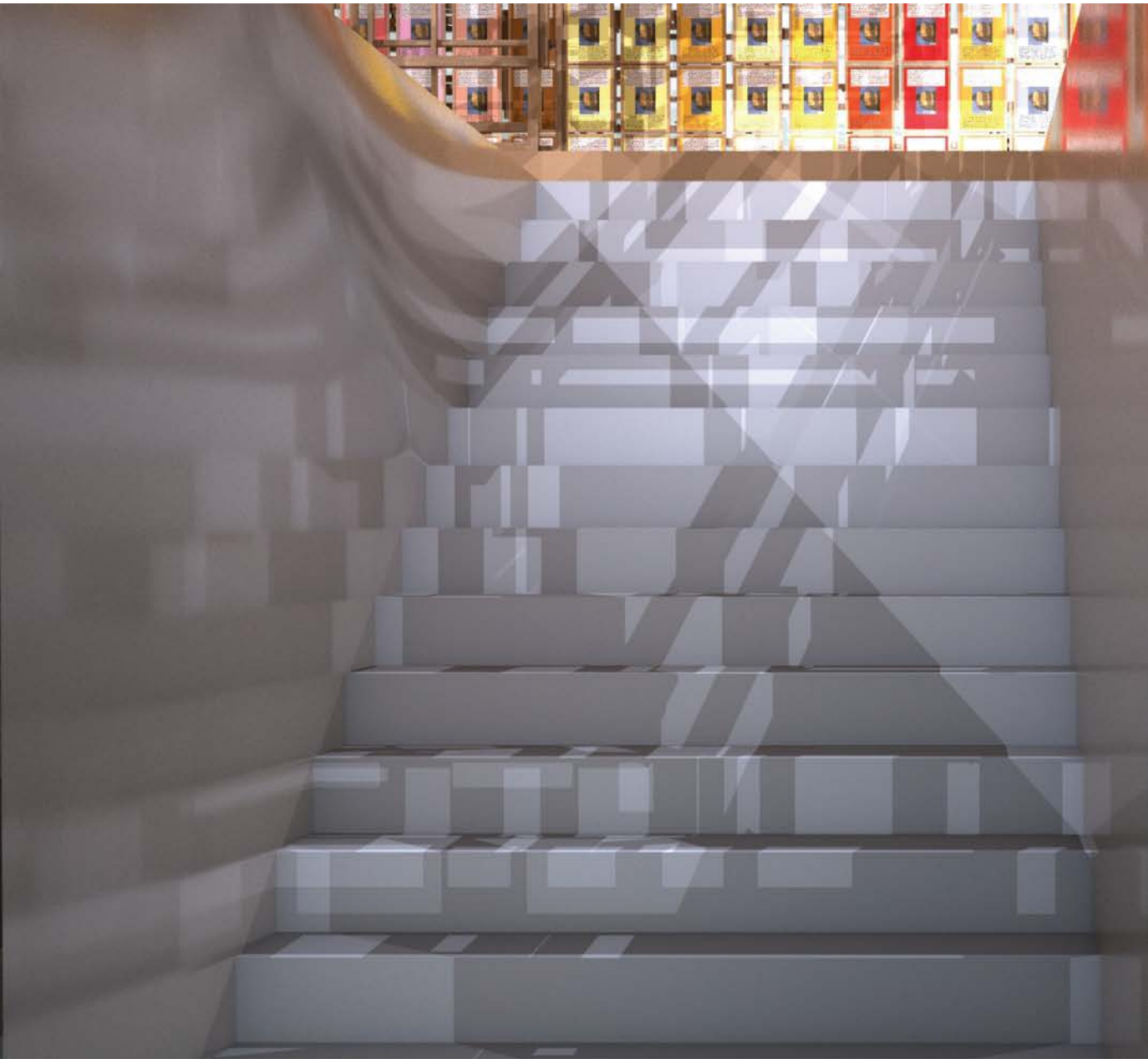
Gómez generates a reinterpretation of the images of the 20th century, insisting that they lose their identity, "the sacred convention of the elite." He consciously gives himself the task of describing each image on a basis that is crude, tender, ironic, humorous, and naïve, to mention a few approximations. He tries to erase what is already known in order to reveal the oral narrative, the fast reading of graffiti in a public bathroom, placing us in the most direct way to understand his work. Since he considers himself of working class, he describes by using common sense. Gómez translates how he speaks and thinks, he translates with the dictionary in hand, word for word, without any intention that his description be understood in another language.

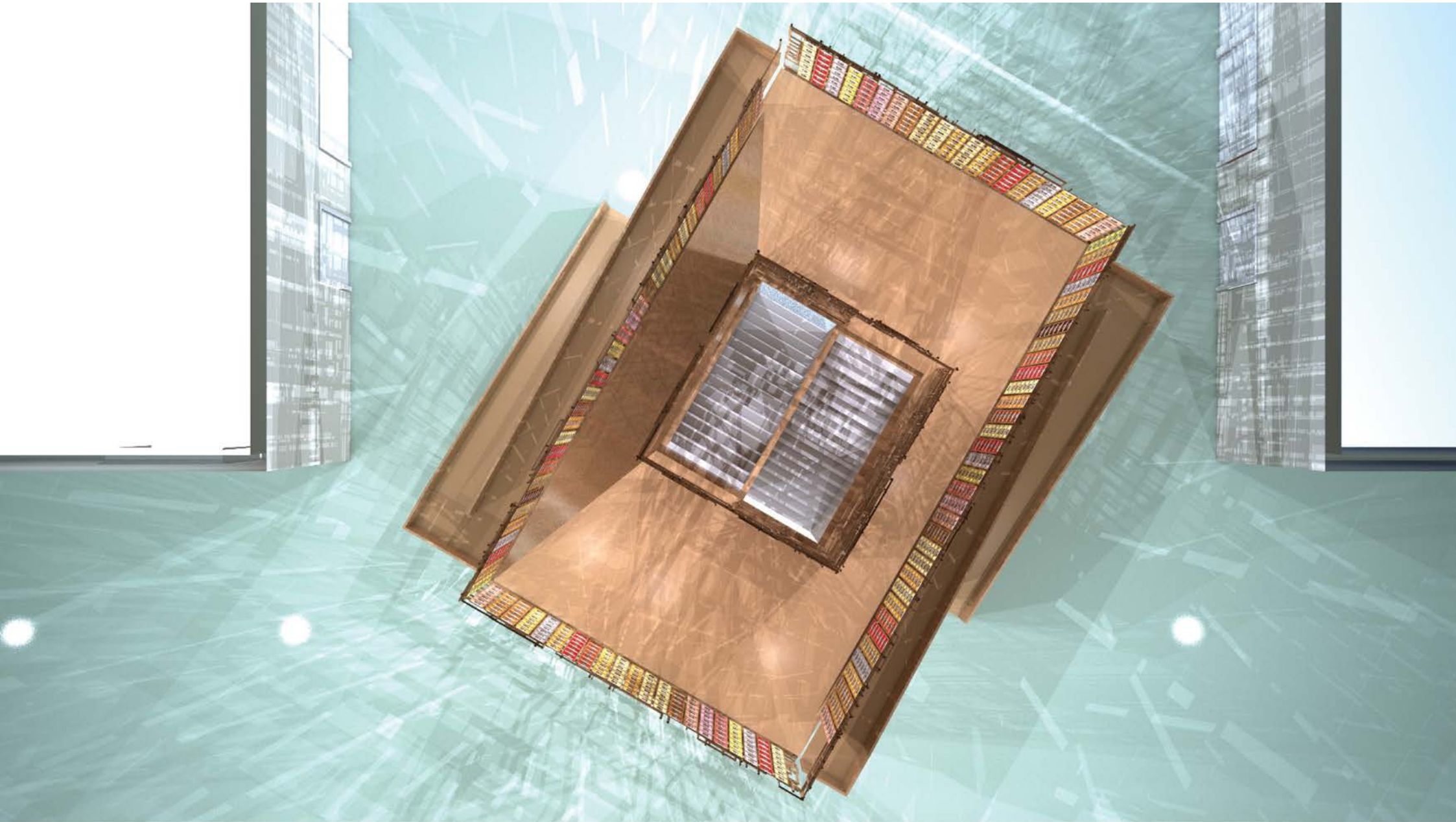
Is this relationship between the description and explanation of the translation the reason why the Russian Revolution does not arrive victorious to the celebration of its centenary?

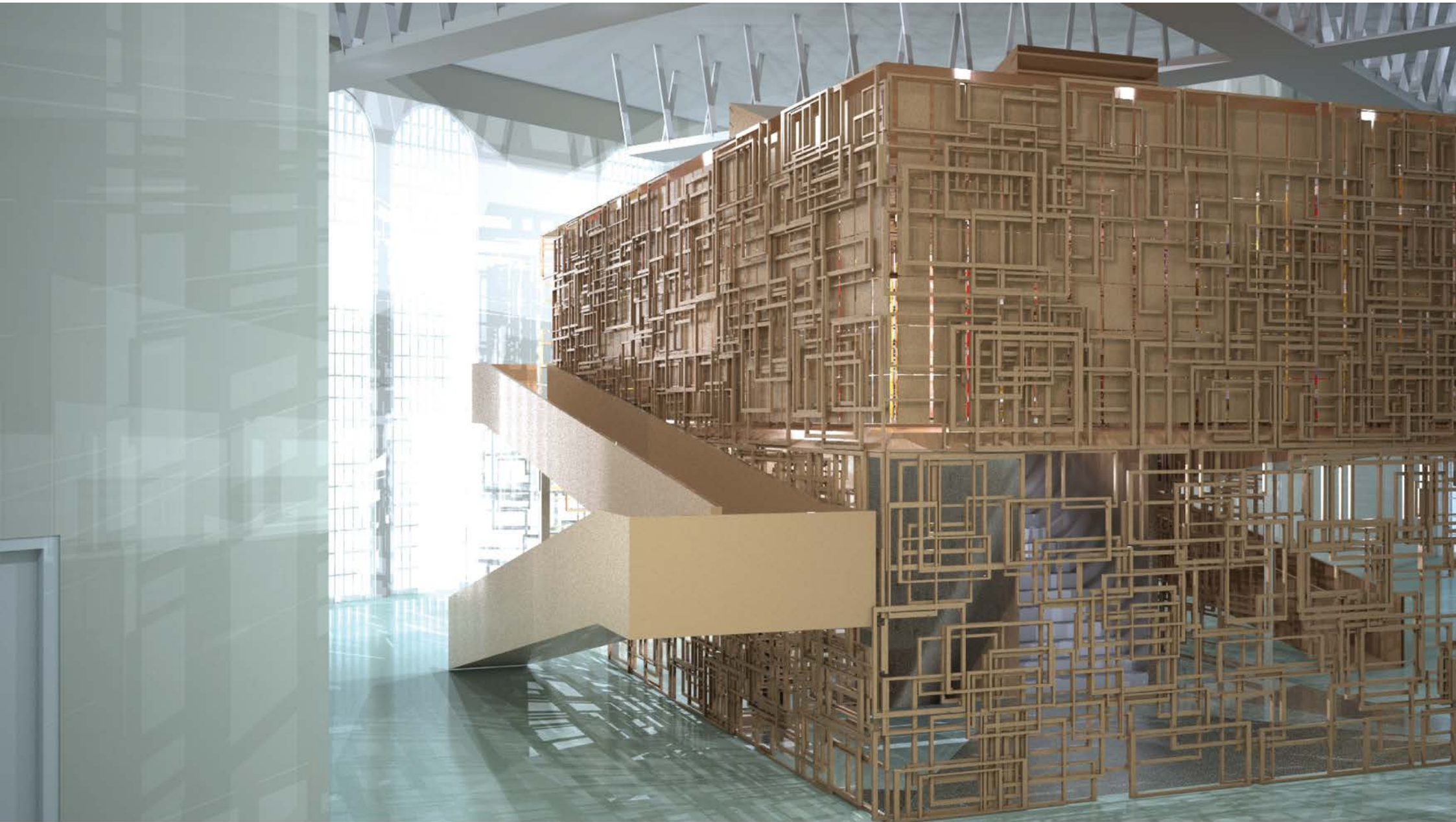
The viewer can wander through "Porous Monument of the Representation of the 20th Century," and there in patience and moderation, through the movement that you are obliged to make, you will take in oxygen and try to read the 770 poster boards (pantone colors) where the images are found with their description and corresponding translation. You will draw conclusions or take more questions than answers about the rereading of images as a tribute to The Tragedy of Failure, The Violence of Triumph, The Peace of Disaster, The Historical Truth, and The Affirmation of Utopia.

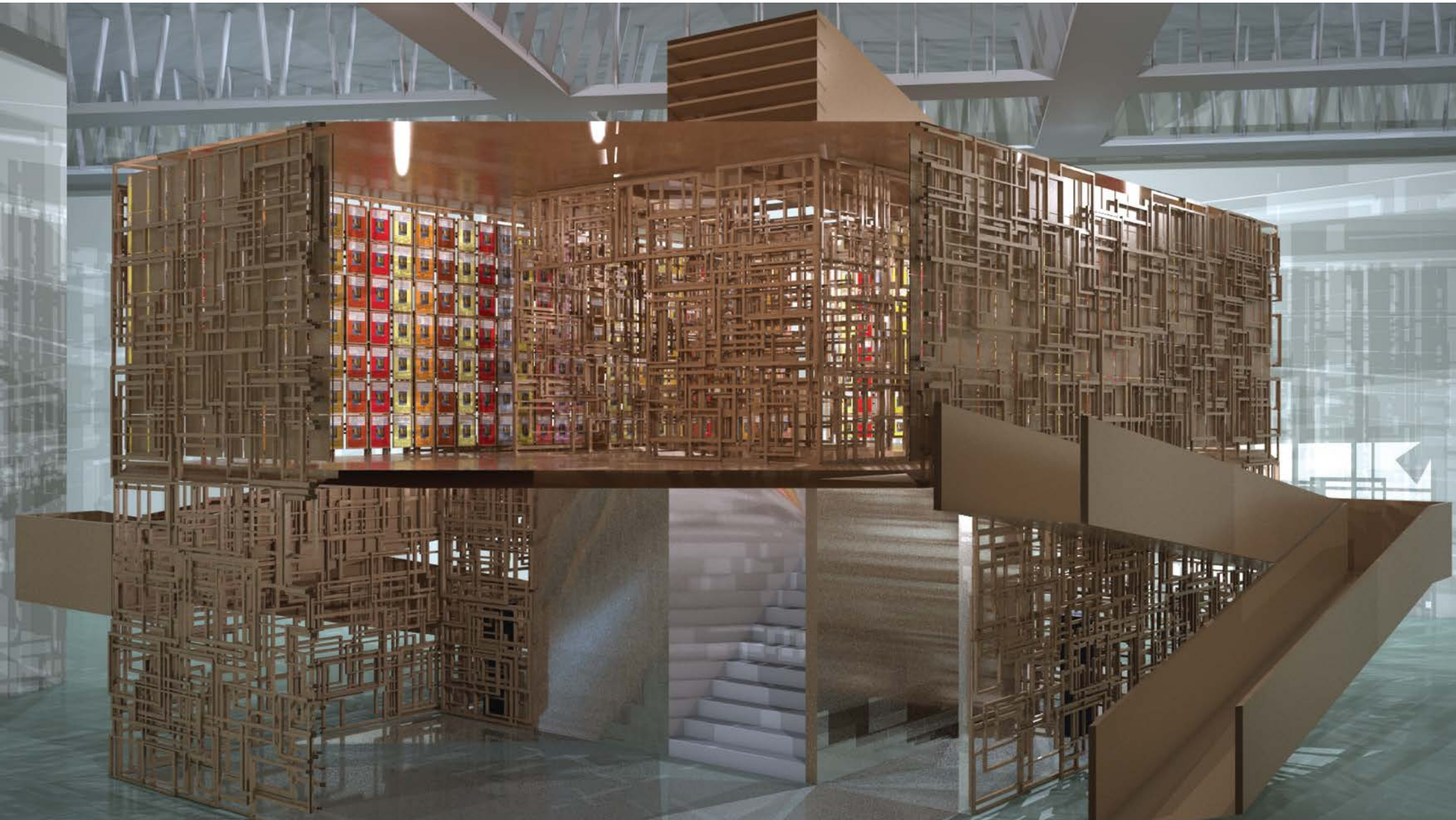








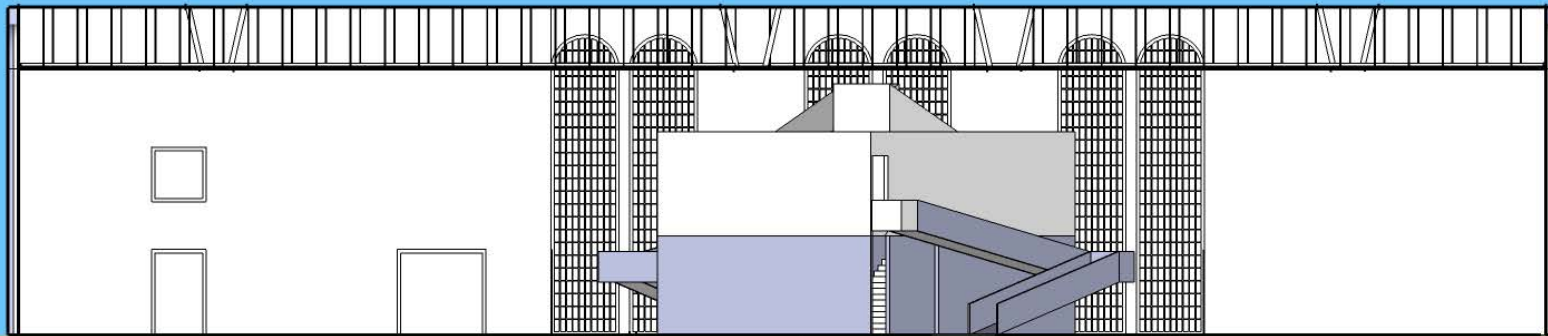




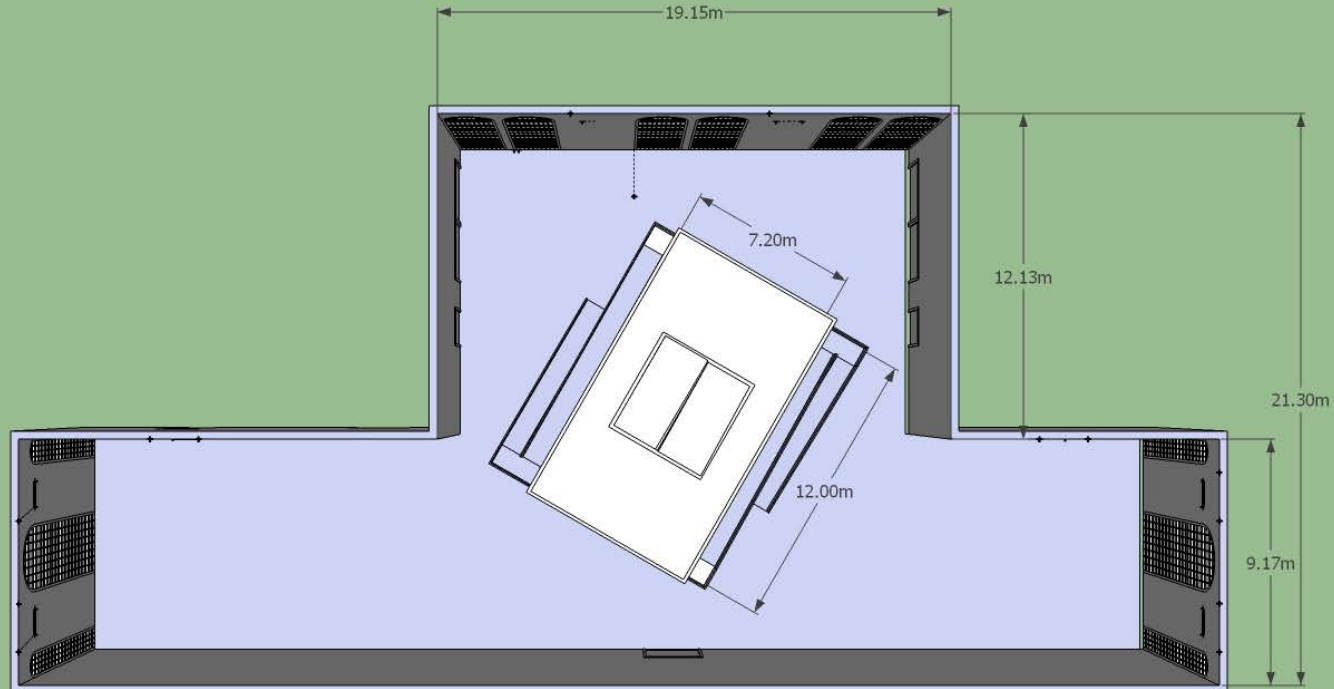




# SPATIAL RELATION AND PROPORTIONS BETWEEN THE ROOM AND THE INSTALLATION

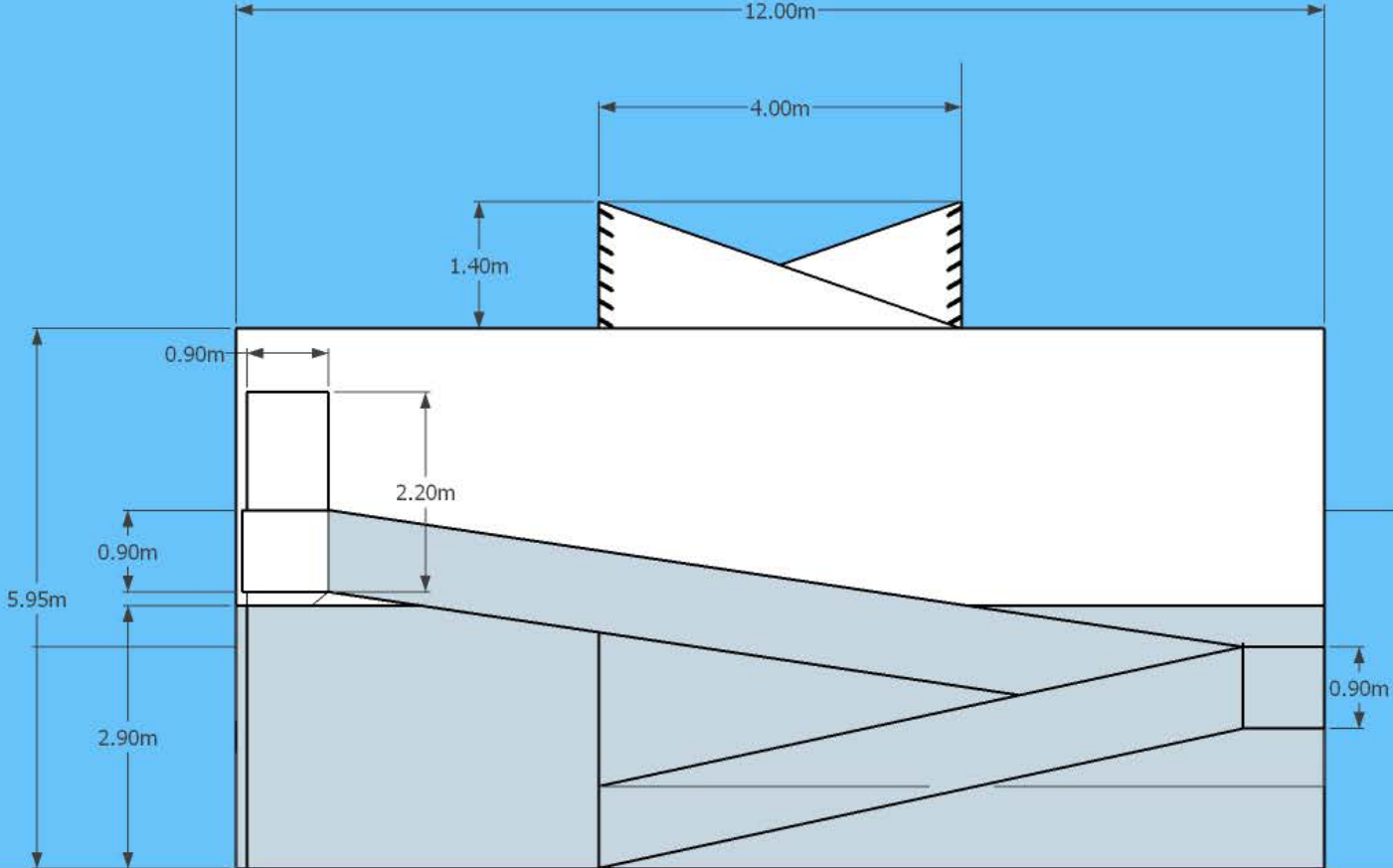


FRONT VIEW



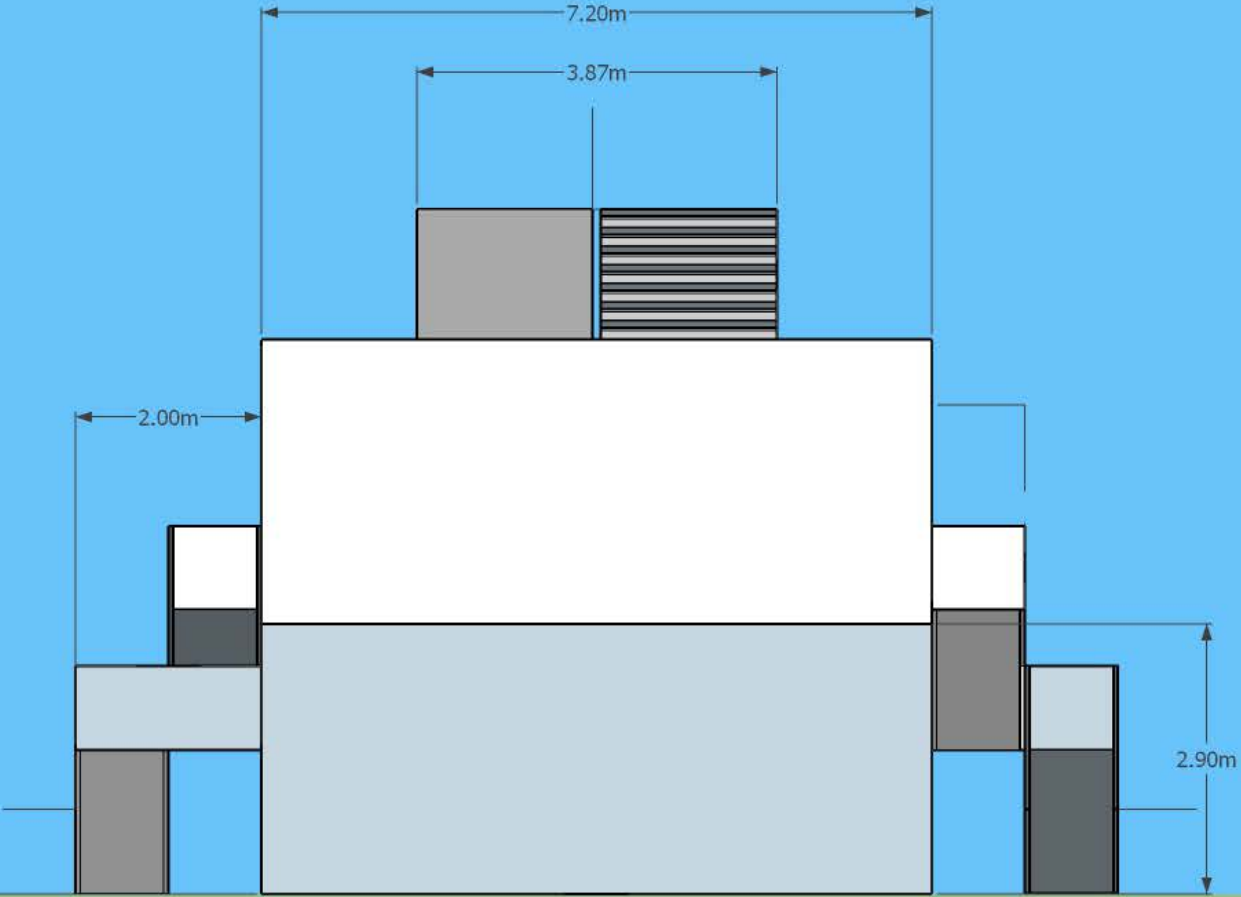
TOP VIEW

# INSTALLATION DIMENSIONS



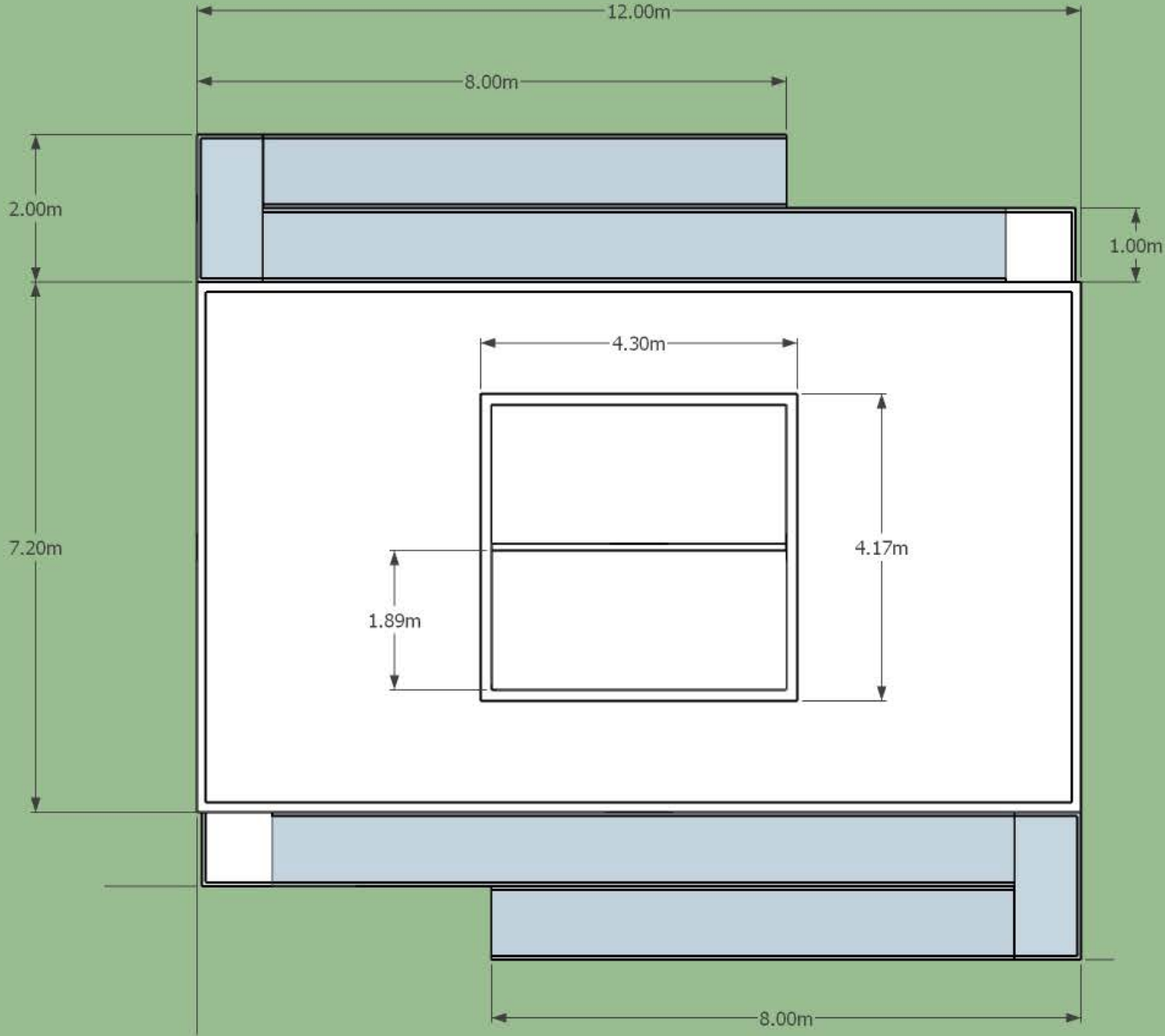
INSTALLATION SIDE VIEW

# INSTALLATION DIMENSIONS



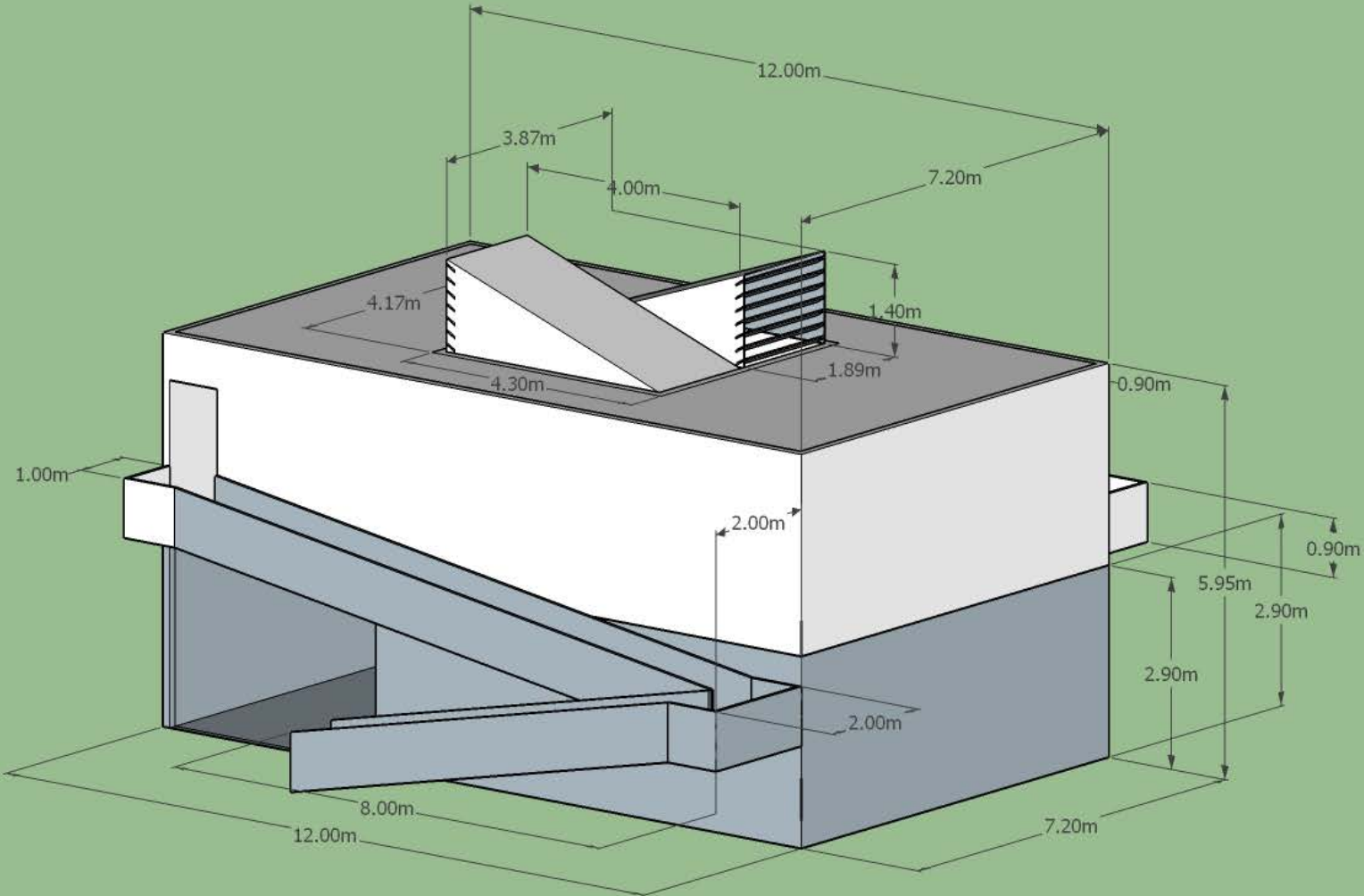
INSTALLATION FRONT VIEW

# INSTALLATION DIMENSIONS



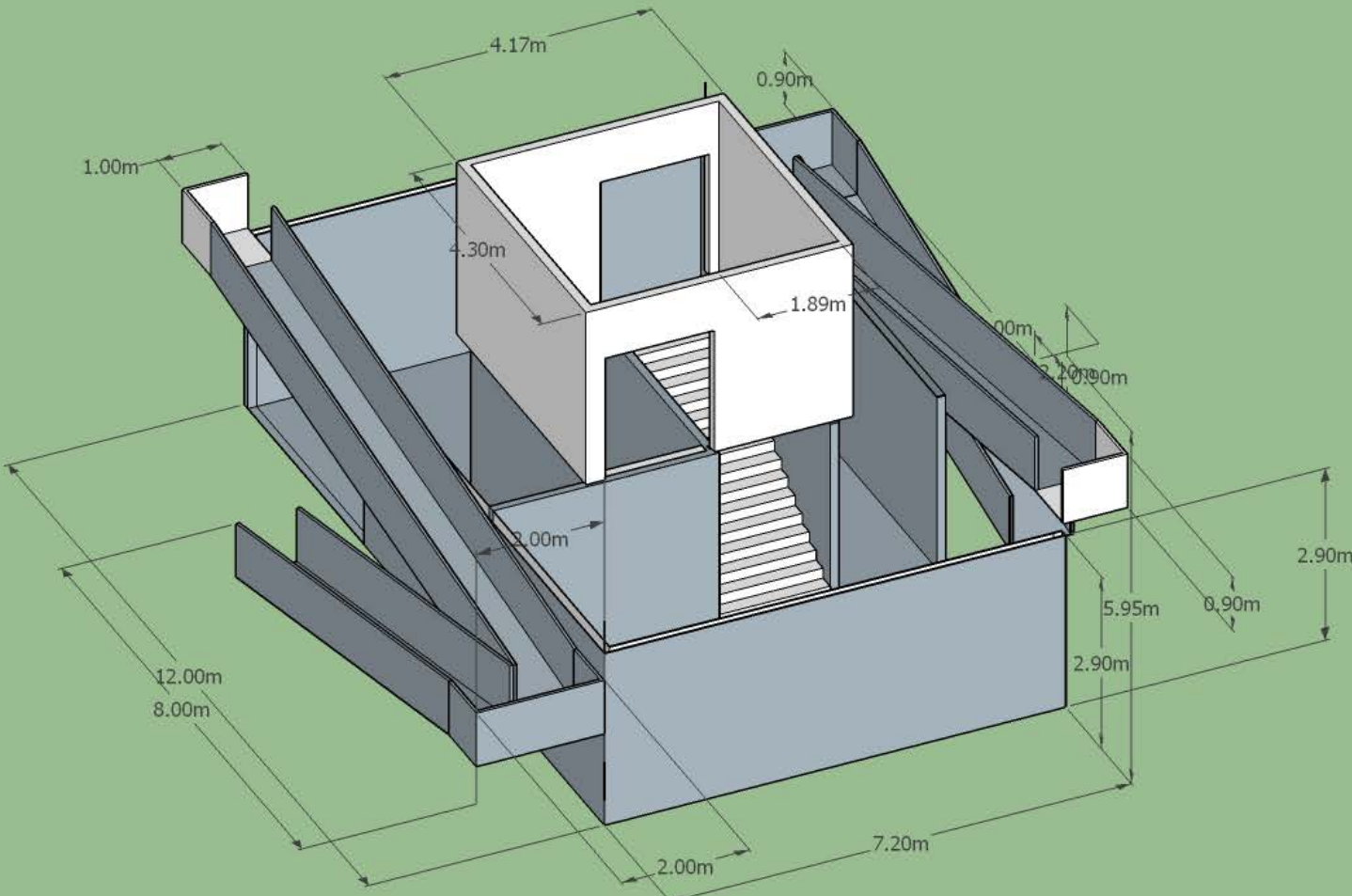
INSTALLATION  
TOP VIEW

# INSTALLATION DIMENSIONS



INSTALLATION PERSPECTIVE VIEW

# INSTALLATION DIMENSIONS



INSTALLATION PERSPECTIVE VIEW - TOP FLOOR DETAIL

# MATERIALS AND TECHNIQUES

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The affirmation of utopia is a structure of **158.18 m<sup>2</sup>** distributed in two floors (ground floor and first floor). The volume is located at the molinos room in faena art center.

The structure is placed at an angle of 30 degrees regarding the room. The structure has **5.95 meters height, 7.20 meters width and 12 meters depth** (reference on page 10 - 14).

It has 2 ramps, and 2 stairs, creating an inverted symmetry of the volume, as well as the skylight windows located in the roof of the structure.

The exterior walls of the first floor and both interior and exterior walls of the second floor are made up of canvas frames of various dimensions, that used to belong to old paintings.

The base structure is made of metal. Both, floor and ceiling coated with plywood sheets.

The mezzanine is built with galvanized "C" profiles, Double "T" iron profiles, and the columns with tubular pipes.

The ramps are built with plywood sheets and a support structure with iron pipes.

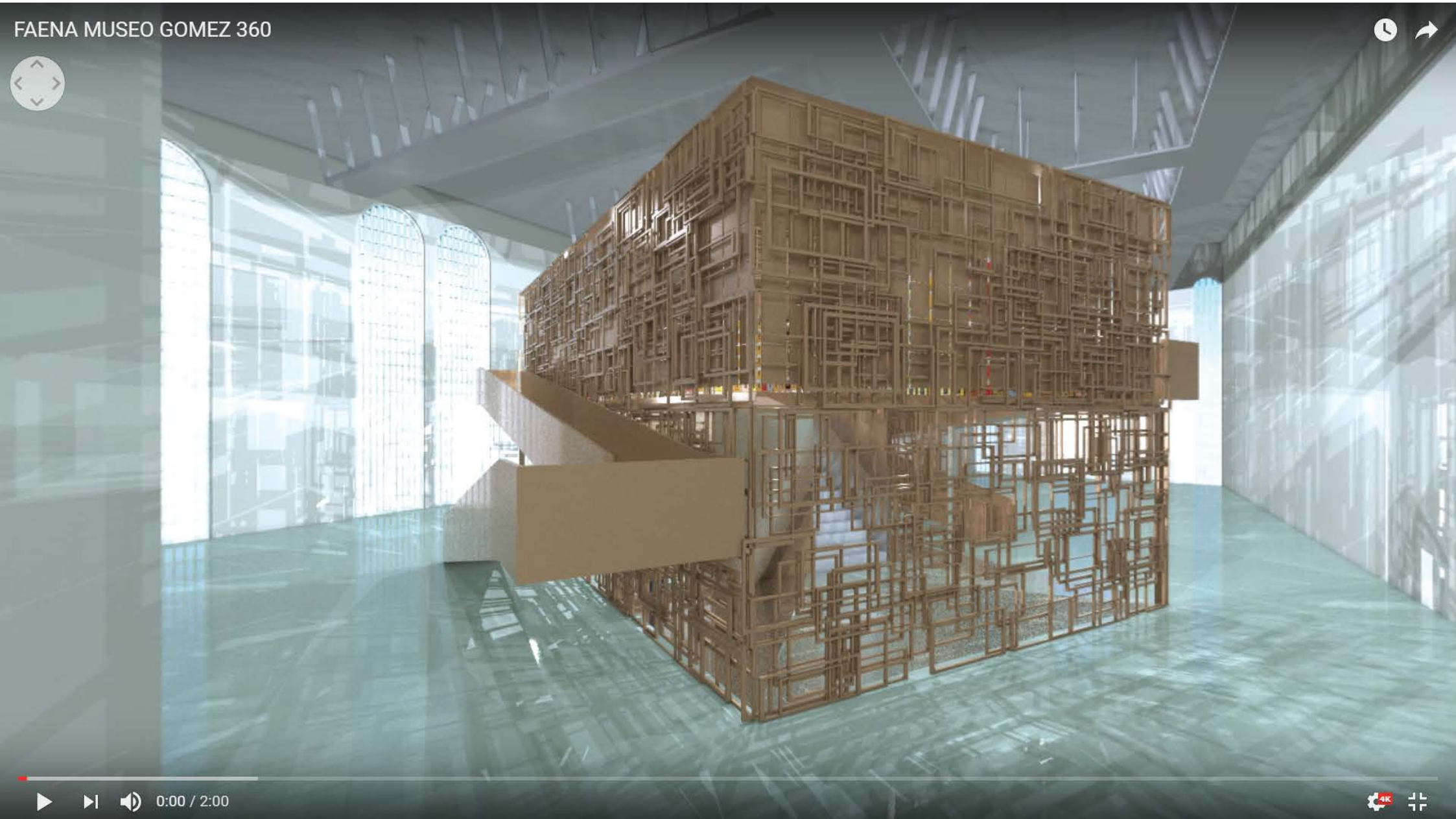
The structure rests on a rubber protection to avoid damaging the floor of the room. It is self-supporting, therefore doesn't need to be secured to this.

On the top floor of the structure are the 770 reproductions of the works of twentieth century artists with their descriptions, categorized by color generating a pantone. On the ground floor a 184-page fanzine is next to the translation of audio descriptions in English, Russian and Spanish (reference: page 22)

As well, in this space inside the installation, if its possible, it will take place a discussion between Georges Didi-Huberman and Cuauhtémoc Medina, mediated by historian of art Marcos Krämer, with closed-circuit broadcast and streaming online in the middle of the exhibit. Issues on the problems of translation and description of images.



# THE AFFIRMATION OF UTOPIA - 360° EXTERNAL VIEW



<https://youtu.be/tePupal-gME>

enter this url - click and drag for the navigation

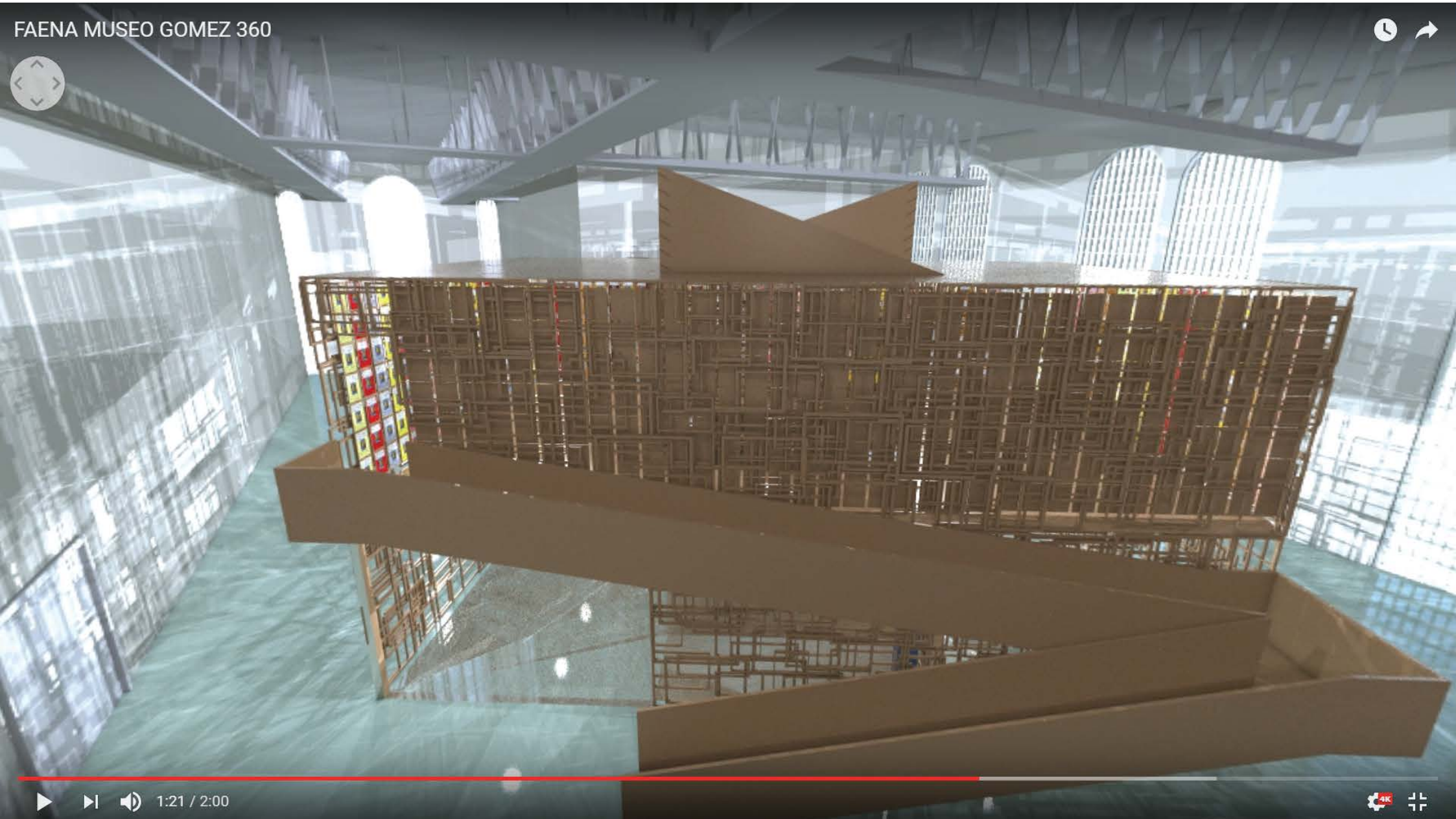
# THE AFFIRMATION OF UTOPIA - 360° INTERNAL VIEW



<https://youtu.be/tePupal-gME?t=40s>

enter this url - click and drag for the navigation

# THE AFFIRMATION OF UTOPIA - 360° EXTERNAL VIEW TOP



<https://youtu.be/tePupal-gME?t=1m21s>

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FANZINE - THE AFFIRMATION OF UTOPIA  
3500 COPIES



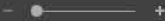
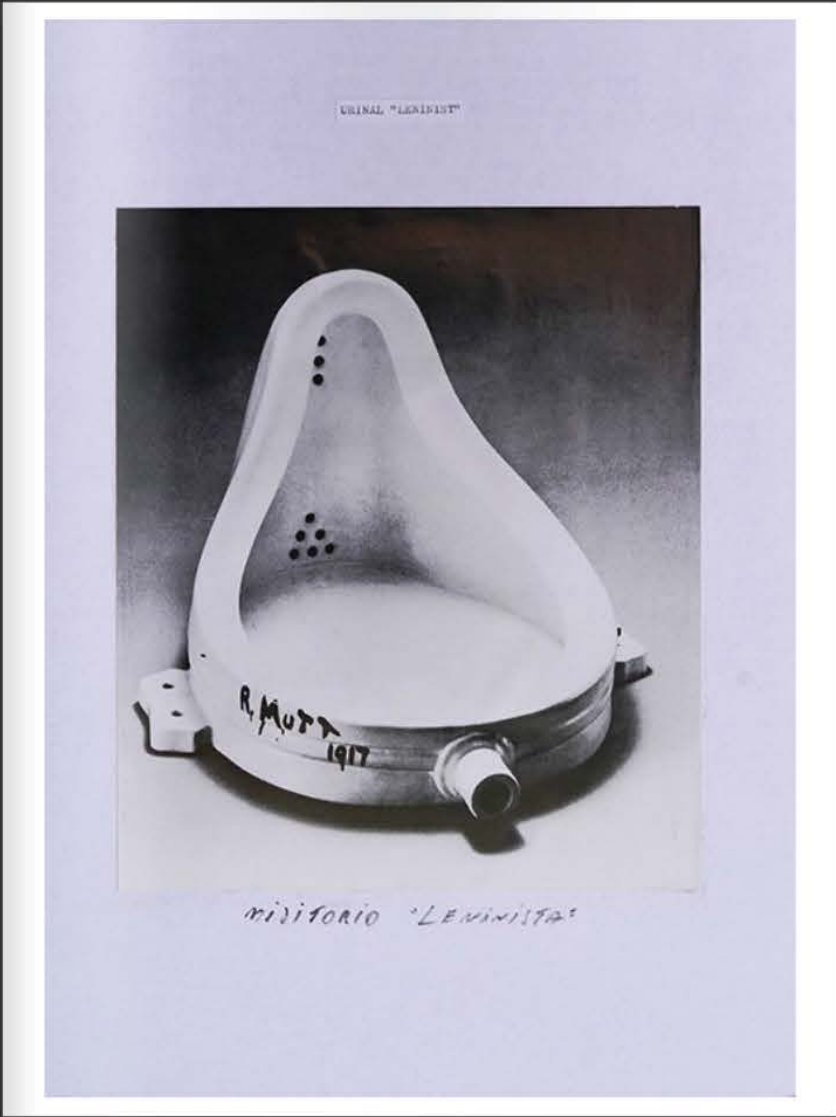
Suggested



More like this

Start publishing >

PANTONES - DESCRIPTIONS OF TWENTIETH-CENTURY ART  
770 FRAMES



1/23



Suggested



More like this

Start publishing >

## THE AFFIRMATION OF UTOPIA - GOMEZ TRANSLATION

Gomez translates how he writes and reads.

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ruso inglés español ▼ Traducir

- Universe -  
14 cm circle in the center Globe 2 cm, marking half, light and shadow.  
Noto closest thing. An eye.  
At the bottom, land, sea and the orisonte marked by orisontales lines, again the globe,  
floating like a basque ball. (Bottom right angle the black circle 3 cm, half white lun  
apollo in the black circle on the underside shade).  
Title: pessimism

☆ 📄 🔊 ← Enter this URL and click this icon to listen to the translation ✎ Sugerir un cambio

<http://bit.ly/2aMAfjC>

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inglés ruso español ▼ Traducir

- Вселенная -  
14 см круг в центре Земного шара 2 см, маркировка пол, свет и тень.  
Noto ближе всего. Один глаз.  
В нижней части, земли, моря и orisonte отмеченного orisontales линиями, опять же  
миру, плавающий как кокеткой мяч. (Нижний правый угол черный круг 3 см,  
наполовину белый лунь Аполло в черный круг на нижней тени).  
Название: пессимизм

☆ 📄 Ä 🔊 ← Enter this URL and click this icon to listen to the translation ✎ Sugerir un cambio

<http://bit.ly/2b9eZ8l>

# PRODUCTION SCHEDULE

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Estimated opening date: **October 2017**

## STAGE 1 PRE-PRODUCTION

Estimated duration: **40 days.**

- Corroborating calculations by an engineer.
- Framing of 770 pieces.
- Printing 3500 fanzines copies.
- Diagram production of the structure insitu.
- Purchase of supplies and materials.
- Partial development of the structure.
- Development of the canvas frames panels for each wall.

## STAGE 2 INSITU / FAENA ART CENTER

Duration: **20 working days.**

- Shipping materials and parts for the construction of the structure.
- Develop base framework for installation.
- Installing the canvas frames walls.
- Installation of the 770 pieces that conform the pantone (top floor).
- Setting up the lights of the installation.
- Installing headphones for reproducing translations (ground floor).
- Setting up the fanzines in place.
- Cleaning and final presentation.

# BUDGET

Quantity	Material / Service	Dimensions	Provider	Unit Cost ARS\$	Total Cost ARS	Dollar Exchange
81	Plywood Sheet (Ground Floor - First Floor - Ramps) - 240.34m2	2,44 m x 1,22 m x 18mm	Sacheco	728,32	58993,92	15,09
53	Plywood Sheet (Ceiling and Roof) - 159.74m2	2,44 m x 1,22 m x 9mm	Sacheco	375	19875	
2	Wood Braces	2" x 5" x 4.27 m	Maderera Lider	141,75	283,5	
12	Metal Profile PGC C Galvanized 200 X 2,00 Mm	12 m	Gramabi	1750	21000	
800	Canvas Frame	50 cm x 70 cm (aprox)	Flea Market / Antiquarians	150	120000	
770	Framed Pantones	49 cm x 39 cm	-	400	308000	
1	Guest Curator Text	-	-	10000	10000	
1	English translation of all texts	-	Amanda Coimbra	10000	10000	
3500	Fanzine 184 pages 4/4 colors news paper	-	Rotativos Patagonia	21,477	75169,5	
1	Airplane Ticket México - Bs As	-	Copa Airlines	14655	14655	
1	Airplane Ticket Paris - Bs As	-	British Airlines	11265	11265	
1	Lodgement Room Standard	-	Faena Hotel	5025	5025	
1	Lodgement Room Standard	-	Faena Hotel	5025	5025	
1	Production manager and assembly + ART	-	Franco Basualdo	40000	40000	
1	Production assistant and assembly + ART	-	-	40000	40000	
1	Rental CCTV cameras - Streaming equipment	-	-	16000	16000	
				TOTAL ARS	\$755.291,92	
				TOTAL U\$S	\$50.052,48	



