

*This I can tell you, I hope it helps you.*

*Have a good trip, and good luck.*

ATM Gallery is pleased to present *Welcome* featuring new works by Spanish artist Rafael Alvarado.

It's about the new aesthetic struggle between the classic and the modern, the serious and the humorous, and the tragic-comic as an allegorical interpretation of our present. Humor, found embodied in the iconic figure of Mickey, represents the current society of spectacle and mass consumption. Pure appearance and exhibitionism in the commercialized form of the cultural industry, which on other occasions he reorients through the figure of the tourist. On the other hand, seriousness, symbolized in the classic or romantic form of the skull, tries to represent the oblivion or death of thought, art, history or any critical sense and human values in general, which suffuses the works with an air of melancholy so typical of his paintings, and that he has tried to represent on previous occasions through the monuments, sculptures or landscapes of my city, now converted into part of the leisure and entertainment industry. All this incorporates the chromatic game and the expressive forms that also try to capture that dialogic relationship.

It is not about binary or dialectical concepts or terms, but dialogical, in which opposites do not disappear, and which produces a multiplicity of critical meanings: historical and aesthetic, ironic and satirical, etc. Since Heraclius said that "everything is a struggle of opposites", thought and art have given it different forms: reality and fiction (Spanish Baroque, Quixote); nature and culture, or the sublime and the beautiful in romanticism (and which Nietzsche formulated in terms of the Dionysian and the Apollonian, and in modernism between reality and desire. It is the modest critical and aesthetic contribution to this fundamental allegorical tradition that is so linked to Mediterranean, European, and also Atlantic origins and culture. An aesthetic ontology of our "postmodern" present that investigates the cultural logic of our current and globalized capitalism, which has turned all areas of life into a pure spectacle or pure appearance governed by a totalitarian instrumental reason that has adopted the final form, definitive and absolute of the fetishism of merchandise, in which the human person and its values disappear, converted into a thing thanks to techno-science: pure images without real content only suitable for mere entertaining and fun consumption, or in mere subjects available for handling.

Text by Emilio Chavarria.