

GALERIA MOISES PEREZ DE ALBENIZ

MIRALDA

What you want is what you get

November 14, 2015– January 9, 2016

The Moisés Pérez de Albéniz gallery holds the second solo exhibition by the artist Antoni Miralda, titled *What you want is what you get*.

Since the sixties, Miralda's conceptual work and artistic career has celebrated the "anti-monumentalism" of art and the undigested spectacularization of media culture. Ever since his early years in Paris in his fight for peace and mocking myths, Miralda has deployed an autonomous language, easily recognisable thanks to his work *Soldats Soldés* – a compilation of pieces with hundreds of connected soldiers on top of unlikely foundations. Since then, the spectacular nature of the Catalan artist's production has instilled a merry message, as an intellectualized feast: ideas are what remain in a piece, Miralda seems to emphasize. He has made use of food and short-lived relics for that purpose, such as the *performance*, which disappear after being consumed to question institutions and exhibitivive devices themselves. In his first solo exhibition in Madrid, Miralda reflects on consumer icons such as bone, devised as a good luck charm and a symbol of *fast food* archeological remains through the transformation of the logo of a well-known food chain. The cloning and transgenics as a flock trailing through the city, taboo and food or flags as eroticized symbols.

There is no daily routine like the act of eating that unite and gather citizens together at the same time. Or, in the words of Simmel "eating is ultimately a social activity" and Miralda is deeply aware of the civilizing value used by the powers to manipulate the eating-related taboos and translate them into morals in society. Controlling the public's digestion has become an absolutist power. Antoni Miralda started the project *Food Cultura* together with Montse Guillén in the late sixties and since then, he has been developing it as an artistic project, this solo exhibition acts as the last stage. Apparent banal objects and the frivolity of the logos-McDonalds-keep featuring in *What you want is what you get* which firstly repel spectators from the artworks to make them confront an uncomfortable scene of automatized acts of consumption. The common signs that observers are used to seeing since their early childhood, such as Mister *Ronald McDonald*, play with a perverse feeling in this exhibition. The ideal of consuming becomes ritualised in objects and bones of unknown origins, while at the same time, act as good luck charms and amulets for poor digestion.

Coming into this ephemeral headquarters of the most famous food chain worldwide entails a political gesture that tests the perception of it. Miralda sows signs around the gallery –works and videos-tagging the short-sightedness of spectators and conveying cultural messages with references to some outstanding international museums-Machba,

Moma, Reina Sofía-. In the exhibition, food as a semiotic system is portrayed by different cloning bodies, as in the video *Rebaño Clónico*, where a flock of sheep follow the path of their ancestors along the “Cañada Real” (an old traditional cattle route), and through Madrid in 2015, the McDonalds in the background has replaced their drinking trough, lambs of God in a continuous cloning to the soundtrack of *Ángelus*. With a set design inviting you to participate, Miralda has composed in *What you want is what you get*, a banquet of spectacularity where those suggested signs of absolutist power which disappear daily when digested now end up reappearing here as a conceptual feast for dinner guests in disguise. *What you want is what you get at McDonalds Doctor Fourquet*.

Daniel Fernández-Cañadas

Antoni Miralda is a Spanish artist who lives and works between Barcelona and Miami. He represented Spain at the Venice Biennale in 1990 with an art installation based on a marriage between the Statue of Liberty in New York and the Columbus Monument in Barcelona. Among his most recent solo exhibitions are: *PowerFood* at the Artium Museum of Vitoria and at Es Baluard in Palma de Mallorca (2008); *Oda a la papa / FoodCultura*, in Lima’s Miraflores District (2008); *@Table!* at the Musée International des Arts Modestes, in Sète (2009); *Tabú* at the Galería Moisés Pérez de Albéniz in Pamplona (2009); and the retrospective *De gustibus non disputandum* at the Museo Nacional Centro de Arte Reina Sofía (2010). Miralda participated in the Expo Milano 2015, in the Spanish Pavilion with *El viaje del Sabor*; and in the Triennale di Milano with *Food Situation for a Patriotic Banquet*. Moreover, he was awarded the “Premio Fundación Arte y Mecenazgo 2015”.

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Images: Miralda (Love Affair) and José Luis López Magerus (Rebaño Clónico).