

LOIDYS CARNERO, YAIMA CARRAZANA, RODOLFO PERAZA
Salud, Deporte y Control

curated by **Lillebit Fadruga**

Exhibition space: Umberto Di Marino Contemporary Art Gallery

Via Alabardieri 1, 80121, Naples Italy

Opening: Thursday 9 October 2008 – 7.30 pm – 10:00 pm

Duration: 9 October – 4 December 2008

Opening times: Monday 4.00 pm/8.00 pm, Tuesday – Saturday 10.30 am/1.30 pm and 4.00 pm/8.00 pm

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The [Umberto Di Marino Contemporary Art](#) Gallery is pleased to present the first exhibition of young Cuban artists entitled *Salud, Deporte y Control (Health, Sport and Control)* and curated by [Lillebit Fadruga](#) on Thursday October 9.

The three artists featured in the exhibition, [Yaima Carrazana](#), [Rodolfo Peraza](#) and [Loidys Carnero](#), will share the gallery space although, at the same time, the three rooms will be structured into three small personal exhibitions grouped under one title which refers to the slogans of Revolutionary Propaganda. For many years the Socialist Government, which has ruled Cuba since 1959, has reacted to criticism and a difficult historical context by promoting what would later be known as the victories of the Socialist System: Health, Sport and Education (*Salud, Deporte y Education*), since these services are free and accessible to all in Cuba. This "altruistic" project has certainly encountered many problems due to the crisis of the Communist System in Eastern Europe and Cuba's own internal economic problems. It is an uncontested fact that Cubans are provided with a free health service - even though there are imperfections - together with free access to schools and sports facilities, as well as free university education. Nevertheless, the standards of general education are becoming increasingly impoverished; in reality, Cubans now face a monetary crisis within their own country so that the new generations, born in the late eighties and early nineties, are still paying the consequences that derive from the fact that they earn a salary based on a currency (the Cuban peso) whose purchasing power is 25 times weaker than the dollar and the current currency (the CUC). The double currency has led even more so to double standards. In order to combat any sign of opposition, control is imposed: control of the individual, control of thought, control of the mind and of desires. For this occasion, however, moving away from a context as complex as the Cuban one, the works in the exhibition examine issues which can probably be found in other countries as well.

In the last two years, the work of [Yaima Carrazana](#) alludes – in visual form – to the aseptic nature of medicine, through the use of pills, which she transforms into objects laden with political significance. Nowadays, through advertising, we often receive a sort of "Molotov-cocktail" for brain-washing and have to endure the imposition of a precise form of thought and action. The works refer to the condition of uncertainty of the contemporary human being who no longer feels able to trust anyone, not even the health system or the pharmaceutical laboratories which, for the sake of their own interests, sometimes propose useless forms of treatment.

[Rodolfo Peraza](#) has worked for several years designing "synthetic street signs", urban highway codes which he playfully reworks in order to tackle political and everyday issues. Several video-games will be on display at the [Galleria Umberto Di Marino Arte Contemporanea](#) which make a direct reference to political icons and manuals of civic education in different countries of the world. The programmes are planned with the aim of standardising people's minds, especially those of young people, through forms of education whose most evident intention is to exert control. This type of analysis will also be extended to one of the most classic games –table football – a reworked version of which is displayed in the exhibition.

Last but not least, [Loidys Carnero](#) is fascinated by the new possibilities of cyberspace and 3D programmes, as well as by the use of the internet and new technologies in art. Working with Google SketchUp (a free 3D programme which makes it possible to create real constructions and place one's creations on the internet), the artist gives shape to a new virtual space in which political discourse can be addressed. At the same time, however, his idea is to reproduce an infinite number of the means by which contemporary society exerts its control over individuals everyday such as satellites, scanners, "panoptic" offices, car parks, bank safes, etc. The real meaning of his research is completed by inserting these 3D creations within the same programme that generated them. By connecting to Google Earth one finds oneself in front of an updated universe, a reality which is no longer just visual but also objective, a re-interpretation of the world in which we live, where reality seems to be continuously escaping from us and is replaced by virtual reality, obsessively returning the image of the double.

Born in 1982 in Havana, [Loidys Carnero](#) lives and works between Havana (Cuba) and Madrid (Spain)

Born in 1981 in Santiago de Cuba, [Yaima Carrazana](#) lives and works between Havana (Cuba) and Madrid (Spain)

Born in 1981 in Camagüey, [Rodolfo Peraza](#) lives and works in Havana (Cuba)