

GUGGENHEIM MUSEUM AGUASCALIENTES

Rolando López

Rolando López: Aguascalientes Guggenheim Museum

January 22 – March 20 2015

Curator: Edgar Alejandro Hernández

Casa del Tiempo, Metropolitan Autonomous University (UAM)

Pedro Antonio de los Santos No. 84, San Miguel Chapultepec, Mexico City.

www.guggenheimaguascalientes.com

The exhibition entitled *Aguascalientes Guggenheim Museum*, by artist Rolando López, critiques the toxic legacy that American industrialist Robert Solomon Guggenheim (1861-1949) left behind in the city of Aguascalientes. Guggenheim amassed part of his fortune through a contract the Aguascalientes state government awarded him in 1894, which ceded him several acres of land, tax-free, upon which he enjoyed all mineral rights. He went on to construct the Gran Fundición Central Mexicana foundry in the state capital of Aguascalientes.

In the late nineteenth century, Guggenheim's metallurgical company promised development and progress for Aguascalientes, but the expected economic boom never came. This did not prevent, however, indiscriminate resource extraction or the over-exploitation of local workers. The foundry closed three years later and left behind nine suburban acres of toxic industrial waste in an area known to this day as the Cerro de la Grasa ("hill of grease").

Today, the Solomon R. Guggenheim Foundation is one of the "brands" that has best succeeded in developing its trans-national, hegemonic model as a cultural enterprise. Yet the origins of the fortune that allowed Robert Solomon Guggenheim to create the collection and cultural industry associated with his name has always remained secret. Rolando López has developed a corpus of work that includes performance, installations, public interventions, sculptures, photographs and artistic actions connected to social problems in Aguascalientes that the mining company Solomon R. Guggenheim's wealth first financed gave rise to.

Curated by Edgar Alejandro Hernández, *Aguascalientes Guggenheim Museum* is supported by Mexico's National Fund for Culture and the Arts (acronym in Spanish: FONCA) and will open on January 22 2015, at the Casa del Tiempo gallery at Mexico City's Universidad Autónoma Metropolitana. Four pieces will be installed on the first floor of this fin-de-siècle landmark.

The show's centerpiece, *Aguascalientes Guggenheim Museum* (2013-2015), portrays the entire cultural program Rolando López developed with local Aguascalientes artists, as well as the architectural design for a utopian US-brand museum to be built on the site where the toxic industrial waste the Gran Fundición Central Mexicana first deposited is most concentrated. This is Guggenheim's real legacy to Mexico.

Press Contact

info@guggenheimaguascalientes.com

+52 (55) 5510 3079

Artist Profile

Rolando López (b. Aguascalientes, 1978) holds an undergraduate degree in graphic design and an MA in Social Sciences and Humanities with an emphasis on communication from the Autonomous University of Aguascalientes. He graduated from the SOMA México study program.

López has been twice named as a participant in Mexico's National Young Artists' Encounter (acronym in Spanish: ENAJ) and has been a Aguascalientes State Fund for Culture and the Arts (acronym in Spanish FECA) fellow as well as a FONCA alternative media fellow (2011- 2012).

He is a founding member of "The Agency," civil association focused on education and artistic production.

In 2013, López was awarded an artistic residency at Angouleme, France's École Supérieure de l'Image Européenne (EESI).

An independent artist, López works on interdisciplinary projects using numerous theoretical, methodological and technical resources—among others—including print, photography, sculpture, installation and video.