

# DAMIÁN SIQUEIROS: LIFE AS A PERFORMANCE

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## PRESS RELEASE



A photographic series that belongs to the Life as an everyday performance project, gets its name from the trademark date for society to dictate what a couple should be. Damían Siqueiros uses digital photography as a medium to erase the boundaries between reality and fiction. His work thus produces images that are reminiscent of the aesthetics of Romantic paintings through processed light or the mise en scene of his characters. With Life as a performance, Damían explores the influence of society and religious institutions on a couple's identity, construction, and perception. It seeks to create a dialogue between viewer and image, and bring into question

one's own identity; he continues his research on the use of the archetypal structures of classical painting in photography, to approach topics of relevance to contemporary society.

His formal language becomes both literal and metaphorical, as he works with the super-imposition of images and proposes identity (specially gender) as a "montage". In the same line of thought, the change of perspective on the use of space is also a poetic way to express his will to make people reflect on how they see their own identity.

Of Mexican origin, Damían Siqueiros has already won numerous awards including the Coup de cœur award by Art Souterrain 2010, and he is one of the winners of the 2010 Xpose Canadian Association of Photographers and Illustrators in Communication (CAPIC) and Las Bellas Artes Art Contest 2009. Prestigious magazines including Vogue and Elle are using the aesthetic and artistic signature in their own photos.

Some of the work has been part of previous shows and some has been exclusively created for this exhibition. The exhibit design will be an installation in situ in the new gallery at Casa Mezcal and Michael Barakiva, theater director and producer, will present and introduce the artist and his work.

