

Pink Note. Fernando Ortega

Pink Note is a project by Fernando Ortega (Mexico City, 1971) in which memory and the fixation for a color converge, magnifying what is experienced as part of an implied setting, or as the register of something that happened in another space and different time.

Everyday life is where the artist develops his research process, and observation is his primary tool. Ortega examines alternatives to social schemes in order to subtly reconfigure how we relate to our surroundings. By proposing a deceleration in the pace of life we encourage, the artist gives entry to different possibilities of perception of time. For example, through the careful contemplation of an ongoing occasion—such as a constant drip of water in the same spot—or in the attention given to modes of existence of different animals.

The three works that comprise *Pink Note*, distributed throughout different spaces of the museum, are situated precisely at the moment that *something*—a mosquito, a balloon or a person—sneaks, literally, to a place where it has not been invited. Like this, Ortega suggests we elaborate personal narratives based on these elements that are placed in a moment of tension, highlighting, as he has done in previous works, situations of apparent fragility and actions that are both choreographic and accidental. Ortega's practice can be seen as a series of phenomenological experiments that reveal a poetic language in the interstices between the visible and the invisible, depending on where they are viewed from.

Párrafo para web:

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