

Adriana Lara
Red Social HALAL
February 2 – March 28, 2026
Lodos, Mexico City

Lodos presents *Red Social HALAL*, Adriana Lara's first solo exhibition at the gallery. Working with contemporary image technologies, the show articulates a form of critical restitution, taking the human face as a site where identity, exchange, and cultural translation are constantly negotiated.

In this group of recent works, Lara approaches painting in its most immediate form: makeup. Suspended between body and image, ritual and performance, makeup becomes a living painting—unstable, provisional, and always in the process of becoming. Tradition is not preserved here as a fixed legacy, but is activated as a procedure, something that can be rewritten in the present.

The face operates as a contested surface, where belonging collides with consumption and cultural memory is drawn into circuits of global visibility. In this shift, painting does not disappear: it mutates. The face goes from carrying pigment to being processed, from being painted to being edited.

Taking its title from the collaborative project Red Social, a network of exchanges articulated around music, the exhibition adopts circulation as its structure and as its problem. Images, like sounds, do not exist in isolation: they acquire meaning in movement. That movement, however, is never neutral: it raises questions about authorship, extraction, and responsibility.

In one of the works, Lara digitally manipulates the figure of James Bond in *Spectre* (2015) during the staging of Mexico City's Zócalo. Layers of algorithmic “makeup” push the character's face into a state of continuous alteration. Identity ceases to appear as a stable property and is revealed as an editable surface, subject to the same logic of modification and redistribution that governs contemporary visual culture. What at first appears as spectacle begins to expose the mechanisms by which images are stylized in order to circulate.

Faced with the flattening effects of cultural appropriation, where symbols are detached from their context to be reintegrated as consumable signs, *Red Social HALAL* shifts toward the question of limits. The Halal neon sign at the entrance does not offer a direct translation of a religious term, but rather reframes the conversation around consumption regulated by principles, boundaries, and responsibilities.

The paintings *Algothmia #1, 2, 3, and 4* operate as thresholds, opening up possible orientations in an increasingly unstable present. *Interesting Theories #60 and #61* move in hybrid intersections between the ancestral and the contemporary. In all these works, painting refuses to remain something historical. Instead, it acts as an active agent within contemporary image economies: a way of intervening in how visibility is produced, how identities are configured, and how cultural material continues to circulate, be edited, and be consumed.

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Checklist

(Front Room, from left to right)

Halal, 2026
Neon and acrylic
33 × 43 × 5 cm

Materia etérea (día), 2025
Illustration paper, plexiglass, siliconized
polyester fiber
52 × 92.4 cm

Mexican AI: Color on Bond, 2026
Video, Music: I La Católica
7 min 35

(Main Room, from left to right)

0.Algorythmia #1, 2026
Wood, lacquered paint, acrylic, mineral and
edible pigments, paper, indelible ink, collage
82 × 213 × 3.5 cm

Teoría interesante #60, 2026
Collage, wood, paint, paper
240 × 282 cm

0.Algorythmia #2, 2026
Wood, lacquered paint, acrylic, mineral and
edible pigments, paper, indelible ink, collage
82 × 213 × 3.5 cm

Materia etérea (noche), 2025
Illustration paper, plexiglass, siliconized
polyester fiber
52 × 92.4 cm

La rata, 2026
Photograph in acrylic box
51 × 39 cm

0.Algorythmia #3, 2026
Wood, lacquered paint, acrylic, mineral and
edible pigments, paper, indelible ink, collage
82 × 213 × 3.5 cm

Teoría interesante #61, 2026
Collage, wood, paint, paper
300 × 310 cm

0.Algorythmia #4, 2026
Wood, lacquered paint, acrylic, mineral and
edible pigments, paper, indelible ink, collage
82 × 213 × 3.5 cm

Red Social presenta
Astro Damus: Poema costura, 2026
Video
4 min

Red Social presenta
Astro Damus: Formato Vertical, 2026
Video
59 sec

(Backroom from left to right)

Red Social presenta
Eduar2, 2026
Video
9 min 33

[Untitled], 2026
Photograph
5 × 7 cm

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