

**T**hrough drawing and objects, **ÓSCAR CUETO** (Mexico City, 1976) elaborates history-writing exercises, exploring the notion of subject and the fictional biography as a starting point.

By magnifying the veneration awakened by figures of knowledge like philosophers, men of letters and celebrities, and by mystifying the events of their lives, Cueto searches into the mechanisms of identity construction. His ironic stand about his own exacerbated subjectivity proves to be charged with aspirations. At the same time, he reveals an ethic sustained on the cult of personality by presenting himself as a *persona*.

The resonance between text and image when they are juxtaposed, or when the text operates as image and code (typography and sign) within a book, is a distinctive feature in Cueto's work. In *My Favorite Books*, an ongoing project, he produces fake re-editions of titles that are referential for him. Such books become transformed by a gesture, anecdote or psychological feature of a character within the literary work, which in turn becomes a literal materialization in the shape of a book-object.

### **Project: A SINGLE DAY**

This project consists in producing three different daily newspaper editions of a near future day, according to three different newspapers editorial lines: included all of its contents and sections. The news, even if fictitious and anticipatory, will take into account recent events.

*A Single Day* involves the configuration and invention of replicas considering the following documentary elements: first, the newspaper-object, its reproduction and distribution; second, the graphic information (tables, diagrams, format, design); third, the photo images; fourth, the types of texts that a newspaper contains (articles, notes, chronicles, essays, editorials, besides paid adds and publicity); and finally, the approach, tone and spirit of three different newspapers and the style of their collaborators.



*Once Upon a Time*, 2010  
Series of 39 drawings  
Pencil and pastel on paper  
Variable dimensions

*Artifices* (from the Series *My Favorite Books*), 2010  
Graphite and eraser flakes on paper  
Variable dimensions

*Lolita and Kiss* (from the Series *My Favorite Books*), 2010  
Digital print and lamp  
Variable dimensions