

**HERCULES** (A self portrait losing economic value and gaining cultural capital)

Pep Agut

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Àngels Barcelona is a new project built upon the accumulated experience of the Galeria Dels Àngels. In the last few years we have been developing some of the ideas that have allowed us to define a new program and which have given us the necessary impulse to undertake this endeavor. It is expressly for this project that we have built a new space and are moving, to Pintor Fortuny, 27, where we will work to continue our contribution, counting as always on your general support.

We inaugurate our new itinerary with *Hercules (A self portrait losing economic value and gaining cultural capital)*, a work that Pep Agut (Terrassa, 1961) has been developing since 2004. This will be the first project the artist will realize with Àngels Barcelona.

The project, using the genre of the self portrait as a pretext, casts a very critical gaze on the position of the author in order to remove it from the system in which he himself—or any other artist—cannot seem to escape.

With caustic sincerity and a healthy dose of (self)irony our “Hercules” confronts an artworld—rather, any world of cultural production—characterized by the spectacle, by a society which forces the artworld’s absorption into the economic and historiographic systems to which it is closely tied. With the cultural and political action of art reduced to mere, deactivated, representation, the space of art has stopped being the public space *par excellence* and has become one of the fundamental scenarios for the consolidation and expansion of the system.

The project is composed of three pieces realized in very different media; as is characteristic of the artist’s work, it negates any limiting notion of style. The show will include a photographic work, *Hercules spectacularizing himself*, which portrays the artificial production of the “Hero” in society. In addition, the artist will interpret a performance, *Public Hercules*, throughout the duration of the opening; the material generated from this piece will then be exhibited. The third work is *Hercules (A self portrait losing economic value and gaining cultural capital)*, the title piece and central element to the project. Hercules is a work of art and, at the same time, a legal contract. Directed to the collector, this work guarantees the initiation of a process that will bring about its complete depreciation in terms of its exchange value, while at the same time it is reevaluated as a cultural product.

**Pep Agut** (Terrassa, 1961)

Departing from his double background in painting and photography, from early on Agut focused his interests on the problems of representation, the role of the artist and the place of Art. He has exhibited his work either in solo and group shows in big art-events like the Venice Biennale, the Sydney Biennale or Prospekt, and also in museums like the Tel Aviv Museum of Contemporary Art, or the MACBA Museu d'art contemporani de Barcelona, among others.

He has directed seminars, given lectures and taken part in public art debates. His work is represented in noteworthy private and public collections.

More information : [www.pepagut.net](http://www.pepagut.net)

Next exhibition : Harun Farocki