

# CÓDIGO

ARTE—ARQUITECTURA—DISEÑO  
MODA—ESTILO

FEBRERO—MARZO 2012

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67

EN ESTA EDICIÓN

Museos de México:  
Nuevos directores, nuevas estrategias



## 40 agentes de cambio <sup>p-56</sup>

—Emprendedores sociales en la ciudad de México

*E. Gardner* <sup>p-70</sup>, *A. Lara* <sup>p-74</sup>, *C. Josse* <sup>p-77</sup>

—Wilfredo Prieto <sup>p-38</sup>, Jorge Satorre <sup>p-34</sup>, Limi Feu <sup>p-32</sup>, William Powhida <sup>p-40</sup>



# —WILLIAM POWHIDA

Uno de los proyectos que realizó William Powhida (Nueva York, 1976) para Marlborough Gallery en 2011 fue la producción de dos vídeos en torno a un personaje de ficción que lo representaba, de manera irreverente y escandalosa, en la escena *mainstream* del mundo del arte. Estos vídeos son la continuación de un trabajo que cuestiona y satiriza la ética institucional del arte. La propuesta devela una crítica a los vicios colectivos, los comportamientos y las deficiencias que suceden en la escena del arte actual, además de mostrar un humor obvio puesto en la ironía. Su propósito no es el humor en sí mismo, sino el ataque a una realidad que desaprueba. En esta edición te presentamos una selección de obras de este polémico artista.

## NEW<sup>ER</sup> TIPS AND UNIMPROVED FOR ARTISTS WHO WANT TO SELL

1. ACCEPT CAPITALISM. YOUR ART IS A LUXURY COMMODITY.
2. TWO WORDS. **DIAMONDS + GOLD.**
3. VIOLATE **STANDARDS.** CREATE CONTROVERSY.
4. SHOW THEM SOME **SKIN.** TITS AND COCKS!
5. REMAIN **SEXUALLY** AVAILABLE. YOU'RE ON SALE.
6. AVOID 'LABELS'. NO FEMINIST OR IDENTITY ART. EVER!
7. **NEVER** MAKE **THEORY** THE SUBJECT OF YOUR ART.
8. MAINTAIN A **VAGUE** POLITICAL SUBTEXT.
9. **DO NOT** GET SPECIFIC. THEY HATE THAT SHIT.
10. UNLESS YOU'RE DEALING WITH **CELEBRITIES!**
11. THEN MAKE **LOTS** OF **SILKSCREENS.**
12. **PERFORMANCE + VIDEO** ARE FOR POOR.
13. PAINT EVERYTHING
14. ANYTHING LOOKS LIKE ART IN **GLASS WITHRICE!**
15. INVOLVE **DRUGS** WHENEVER POSSIBLE.
16. LIE ABOUT YOUR AGE. STAY THIRTY.  
OR JUST **SELL** YOUR SOUL TO **LARRY.**

## THE NEEDS

### THE RIDE

Forget the usual sleekly sculpted models. Instead, look for street-level cars, which suggest the fun of a classic sports car, but with an updated look and more power.

### The Digs

It's hard to find a place that's both a practical primary residence and a fun place to hang out. The key is to find a place that's both a practical primary residence and a fun place to hang out.

### The Body

After what you've seen in the past few years, it's hard to find a body that's both a practical primary residence and a fun place to hang out.

### THE DATE

Being a celebrity in 2011 is a lot like being a regular person in 2011. It's all about being a regular person in 2011.

### THE B.F.F.

Again, being a celebrity in 2011 is a lot like being a regular person in 2011. It's all about being a regular person in 2011.

### THE REPRESENTATION

As an entertainment set, the industry is still in the midst of a major shakeup. It's all about being a regular person in 2011.

## THE LA MAKEOVER CHART

### THE OPTIONS



**THE LAMBORGHINI**  
It's the only car in the world that's both a practical primary residence and a fun place to hang out.



**THE FERRARI**  
It's the only car in the world that's both a practical primary residence and a fun place to hang out.



**THE PORSCHE**  
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**THE MERCEDES-BENZ**  
It's the only car in the world that's both a practical primary residence and a fun place to hang out.



**THE HUMMER**  
It's the only car in the world that's both a practical primary residence and a fun place to hang out.



**THE MUSTANG**  
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**THE PRIUS**  
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**THE BEVERLY WILSHIRE**  
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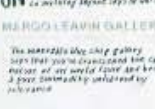
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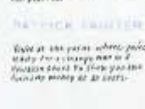
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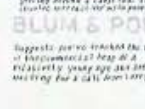
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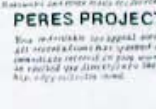
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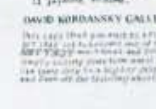
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Dear Art World,

I Feel your sitting there trying to process the **CRAZY** shit going on. I've been there for months, and it's driving me **NSANE**. Fuck, it seems counterproductive to **EVEN** talk about this shit, because **EVERYONE ALREADY DECIDED WHY "SHIT IS REALLY FUCKED UP,"** or why I'm wrong.

**BTW,** I've come to some conclusions about shit. One is that we spend **ALOT** of time **BLAMING** each other for not understanding **WHAT** the problem actually is - **TRANSPARENCY,** Barack Obama, mandates, **LOBBYISTS,** immigrants, **RESPONSIBILITY, FREEDOM, Truth, LIZARD PEOPLE, FLUNKIE** in the water... **TOO MUCH OF TOO LITTLE OF ANY OF IT.**

I mean, everyone **ALREADY** has the Answer, it's just that everyone **ELSE** has 'it' all wrong. It's really simple, apparently, to fix everything by applying some **JESUS™, REGULATION®**, or **CONSTITUTION™** to it. If only we'd just free the Market, convict some bankers, spiritually channel the Founding Fathers, regulate **derivatives**, **STOP** eating GM corn syrup, spend more... time with our Family, or **LEGALIZE DRUGS.**

**EXCEPT** **WOB** don't do shit, because this is **AMERICA.** Land of the Mr. Softie® and home of the **BRAVES®** where we are **FREE** to **ARGUE** about the **CAUSES** of social and **ECONOMIC** inequalities until the grass-fed cows come home. We argue in comment threads, on **facebook™**, and **twitter™**. And, when we aren't arguing, We agree with our favorite "experts" on **FOX®, CNBC®,** and **GOV™** as we slide into **RECESSION 2.0.**

One of the other **OBVIOUS** conclusions I've arrived at is that a **FEW** people **LIVE** it that way. **WHILE SHIT** is bad for **MOST** of us - 9% unemployment, **\$14 TRILLION** debt, and a perpetual War on Terror®. **"GODDAMN"** hope we'll all just pull a lever next fall "AND BE SAVED" and argue some more about the **INTENTIONS** of the **CLIMATE,** **BECAUSE** the 1% is doing fine.

The only **FACTS** worth stating are that **20%** of the population controls **85%** of the networth and earned **49.9%** of the income last year. In the **AMERICAN SPIRIT™** of **BLAME** and recrimination I'm going to point the finger at... **deREGULATED CAPITALISM!** It is in the very **spirit** of Capitalism to **ACQUIRE MORE CAPITAL.** To quote @O. SattyCrispinAez, fellow citizen and member of **#TeamHinky,** "Money is money no matter how u get it."

Unfortunately, the same 1% also supports the rest of us by **BUYING SHIT** and funding almost everything else (museums, residencies, grants...) putting some of us in an awkward position (You **YU NATO** and Pedro), **BUT** that doesn't mean we should **SHUT THE FUCK UP,** take their MONEY, and say "Thank you!" The Art World **IS NOT** separate from **SOCIETY** and **THIS** is how **SHIT** goes all **FUCKED UP - PLUTARCHY, authorfuckers.**

So, in my useless capacity as a **low** artist, I've made some pictures about this **SHIT** that are **Possible** to look at, and they're **ALL DERIVATIVES.**

Sincerely,

#OWS!  
#Bring a chair

Dear Art World (Eliavest 2011)  
Imagen: Cortesia Postmasters Gallery, Nueva York.  
Páginas opuestas:  
A Provisional Guide to Art World Success Relative to Et (Buscho (stetano) 2011)  
Imagen: Cortesia Postmasters Gallery, Nueva York.

