

RIERA STUDIO

The background is a complex abstract composition. It features a large, textured light blue area on the left and a large, textured orange area on the right. A central black circle contains a yellow circle, which in turn contains a smaller red circle. A grey triangle points downwards from the top of the black circle. Below the black circle, there is a horizontal band with a black semi-circle on the left containing a red dot, a textured orange rectangle in the middle, and a black rectangle on the right. The bottom of the image is a textured yellowish-brown area. Thin white lines cross the composition diagonally.

DOS SERIES | UN PROYECTO | UN ESPACIO
2 SERIES | 1 PROJECT | 1 SPACE



OBEDIENTES Samuel Riera

Esta serie toma como referencia el sistema educacional cubano mediante el uso de uno de sus íconos: los pioneros. Responde a un interés personal de utilizar el arte como método de observación social sobre las diferentes problemáticas actuales de la sociedad cubana, en particular las que atañen a los aspectos morales, educativos e ideológicos. Obras que establecen conexos directos entre sucesos, acciones, construcciones o deconstrucciones de los diferentes patrones sociales y culturales imperantes; y que visibilizan acciones sub-culturales que afloran o se desprenden del proceso cultural dominante. Acciones que, aunque en su contexto particular puedan ser autóctonas a la sociedad cubana, también se manifiestan de manera global. Como procesos educativos en sí mismo, cada sistema educacional, independientemente de sus orígenes políticos e ideológicos, constituye una forma de modelación del comportamiento y del pensamiento desde las primeras etapas de la vida.



Obras en exhibición de la serie Obedientes (acrílico sobre lienzos y esculturas en madera policromada) | Works on exhibition from the series Obedient (acrylic on canvas and sculptures on polychrome wood), 2017-2019

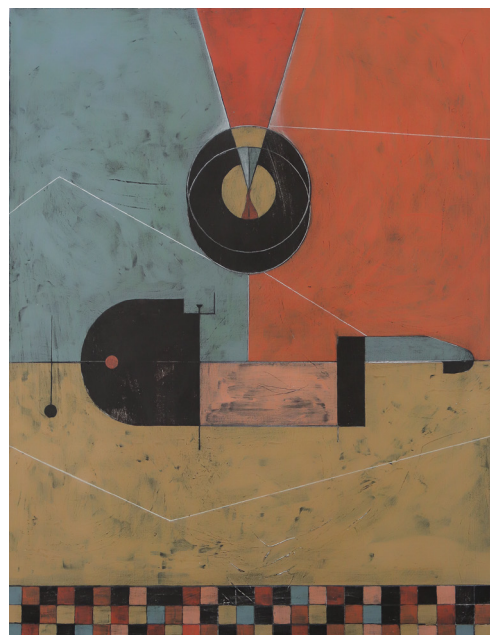
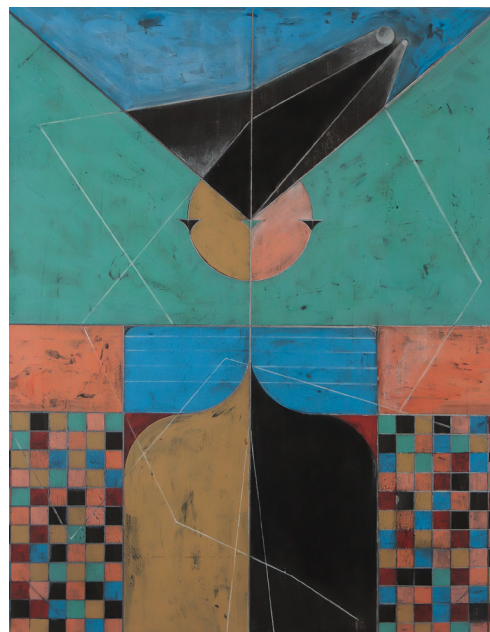
This series Obedient takes as its referent the Cuban educational system, utilizing one of its icons: the pioneer¹. It is a response of my personal interest of using art as an observational and critical social method when analyzing and debating the ongoing issues of Cuban society, particularly those concerning with moral, educational and ideological features. These group of works establish direct points of connection between events, actions, (de)constructions of diverse patterns that prevail socially and culturally; they also shed light on sub-cultural actions that surface or derivate from the dominant cultural process. Actions which, even though in their particular reality they naturally result from the inert structures of Cuban society, also emerge with a global repercussion. As educational processes by itself, each educational system, regardless of its political and ideological origins, constitutes a modeling of behavior and thought from the early stages of life.

¹ Pioneers are all children in primary school (grade 1 to 6). They wear red-and-white uniforms



Serie de abstracciones que simulan el accionar de tecnologías obsoletas que producen registros cifrados en códigos de color y líneas, expresados a través de modelos estéticos desgastados. Esta metáfora visual comprende un grupo de ideas vinculadas con esquemas y modelos sociales imperantes como el control, las conductas violentas, las limitaciones al pensamiento, la censura o la imposibilidad a la concepción de un futuro posible. Estos registros están asociados a la conducta de la ideología social, a bitácoras de vida, expresiones o visiones espectrales del pensamiento, automatismo psíquico y parámetros religiosos de la conducta.

A series of abstractions that simulates the action of obsolete technologies which produce encrypted records in color and lines codes, represented through aesthetic models that has fallen into disuse. This visual metaphor includes ideas that are related to diagrams and social models ruling, such as the control, the violent behavior, and the limitations of thinking, the censorship or the impossibility to conceive a possible future. These records are associated to the behavior of the social ideology, to life binnacles, expressions or spectral visions of thinking, psychic automatism and religious parameters of the behavior.

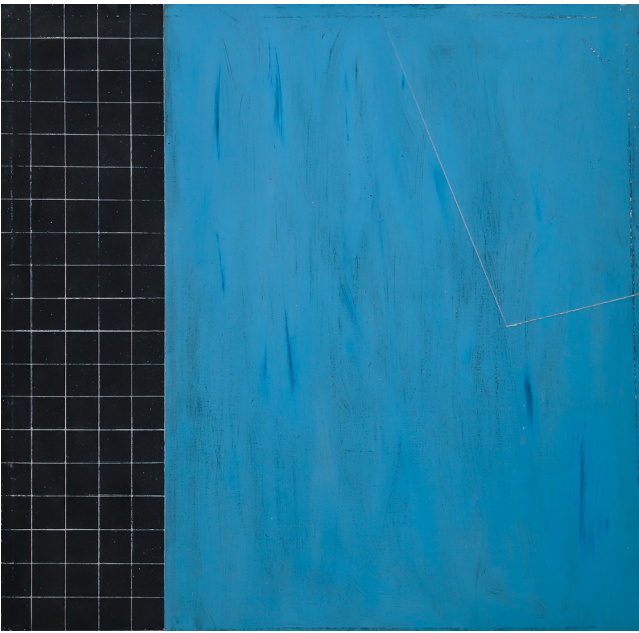


S/T, técnica mixta en lienzo | untitled, mix media on canvas, 131 x 201 cm, 2018

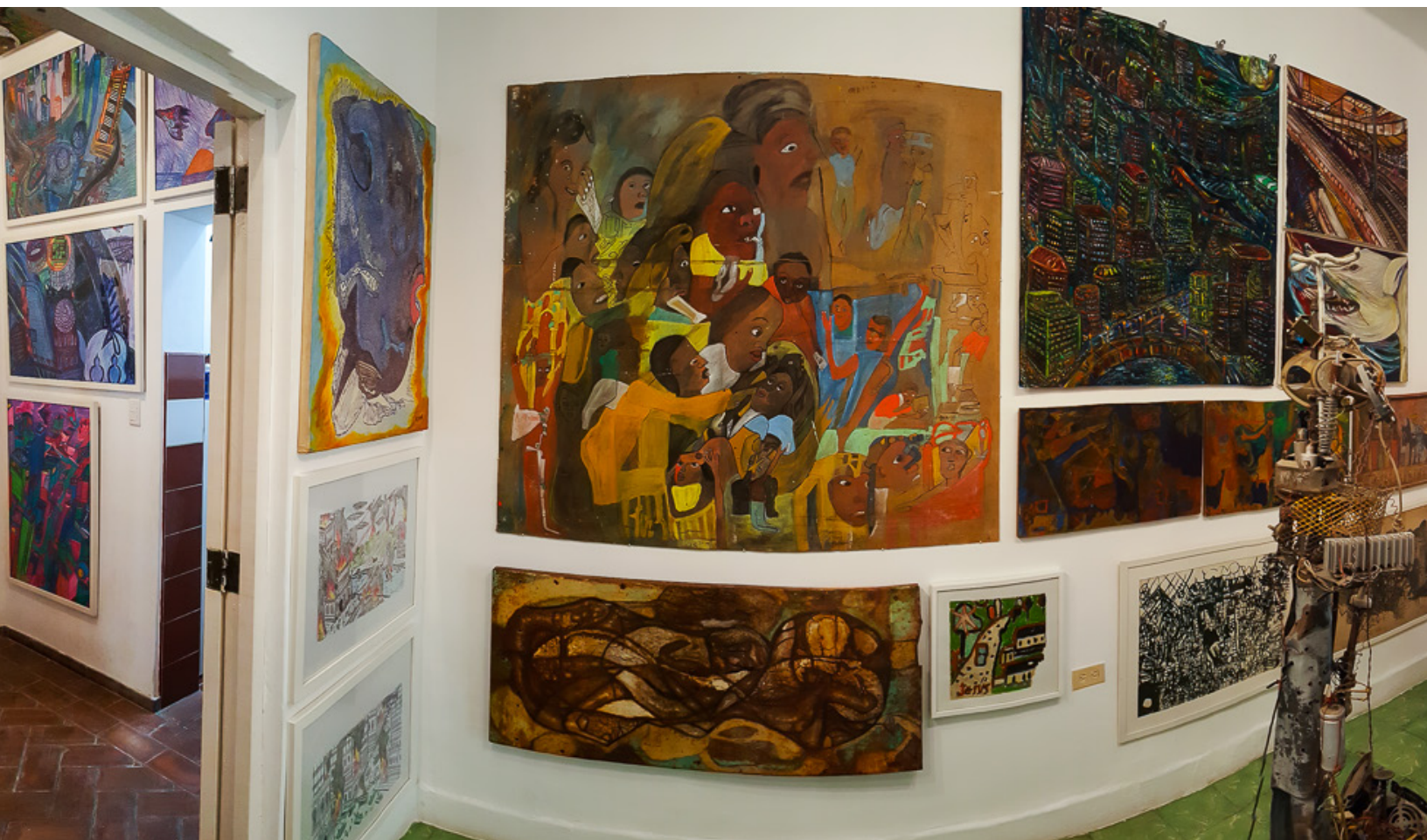
S/T, técnica mixta en lienzo | untitled, mix media on canvas, 80 x 100 cm, 2019

S/T, técnica mixta en lienzo | untitled, mix media on canvas, 80 x 100 cm, 2019

PIZARRAS ANALITICAS | ANALYTICAL BOARDS Samuel Riera



S/T, técnica mixta en lienzo, set 4 piezas | untitled, mix media on canvas, set 4 pieces, 80 x 80 cm , 2012
S/T, pastel seco en lienzo | untitled, dry pastel on canvas, 100 x 80 cm, 2019



ART BRUT PROJECT CUBA

Art Brut Project Cuba es un proyecto de arte creado en RIERA STUDIO con el propósito de promover y apoyar expresiones artísticas singulares realizadas por creadores que no poseen ninguna formación artística académica y que mantienen su creación al margen de las tendencias estilísticas predominante en la cultura visual. Son objeto de atención de nuestro proyecto todas aquellas creaciones realizadas en este contexto y usualmente agrupadas bajo las denominaciones de Art Brut y Outsider Art, cada una de ellas con sus propias características pero históricamente vinculadas.

Art Brut fue creado como término a finales de la década de 1940 por el artista francés Jean Dubuffet para llamar la atención sobre una forma de arte con poca o ninguna conexión con los estilos artísticos existentes. Sus creadores no han tenido ningún entrenamiento artístico formal, pero expresan sus experiencias personales y profundos sentimientos internos de una manera muy obsesiva. Con frecuencia se ven afectados por trastornos mentales, experiencias traumáticas o aislamiento social. Outsider Art comienza a utilizarse como sinónimo en inglés para Art Brut después de que el historiador de arte inglés Roger Cardinal publicara su libro del mismo nombre. Con el tiempo, este término se hizo más inclusivo para referirse no solo a la producción artística de personas que viven en condiciones mentales o sociales extremas, sino también a aquellos autodidactas que se expresan al margen de las principales corrientes establecidas del arte.

Art Brut Project Cuba es el único proyecto de arte cubano especializado en estas formas de arte visual y contiene la colección más grande y completa de Art Brut y Outsider Art realizada en Cuba. Nuestra principal tarea es el reconocimiento y la promoción de los creadores cubanos de Art Brut y Outsider Art, y sus obras de arte, en las escenas nacionales e internacionales. Muchos de estos artistas tienen enfermedades mentales graves o problemas de salud que, en muchos casos, representan una carga para sus familias. Por lo tanto, uno de nuestros objetivos es que sus familias los reconozcan como individuos artísticamente creativos y les ayuden a ser más independientes.

También proporcionamos el espacio para el trabajo creativo a los artistas que, por razones particulares, no pueden desarrollar sus obras de arte en sus hogares, pero sin interferir de ninguna manera en sus procesos creativos. Nuestro apoyo a los artistas dentro del proyecto incluye proporcionar materiales de arte y todas las facilidades para mostrar y promover sus obras. Sin embargo, para mantener estas acciones, dependemos en gran medida de los fondos donados al proyecto y de la colaboración de otros institutos, organizaciones y ayudas personales.



Obras en exhibición de la colección de Art Brut Project Cuba | Works on exhibition from Art Brut Project Cuba's collection, 2014-2019

Art Brut Project Cuba is an art project created by RIERA STUDIO with the purpose of promoting and supporting singular art expressions, that share a stylistic distance from the existing visual culture based on academic or intellectual training; and whose makers have no knowledge of intellectual artistic issues. Art made within this context and usually gathered under the related categories of Art Brut and Outsider Art, each one with its own conceptual characteristics but with dashing boundaries in between, are the scope of our project.

Art Brut was created as a term in the late 1940s by the French artist Jean Dubuffet to draw attention to a form of art with little or no connection with existing art styles. Its creators have not had any formal art training but express their personal experiences and deep inner feelings in a very obsessive way. They are frequently affected by mental disorders, traumatic experiences or social isolation. Outsider Art began to be used as an English synonym for Art Brut after the English art historian Roger Cardinal published his book of the same name. Over time, it became more inclusive to refer not only to the art production of people living in extreme mental or social conditions but also to those self-taught and self-willed individuals who express themselves on the margin of established cultural mainstreams.

Art Brut Project Cuba is the only Cuban art project specialized in these forms of visual art and it contains the biggest and comprehensive collection of Art Brut and Outsider Art made in Cuba. Its main task is the acknowledgment and promotion of the Cuban creators of Art Brut and Outsider Art, and their artworks, in the national and international scenes. Many of these artists have severe mental illness or difficult health conditions which in many cases are a burden for their families. Thus, one of our most important goals is their recognition by their families as artistically creative individuals and to help them to be more independent.

We also provide the space for creative work to artists who for particular reasons cannot develop their artworks at their homes but without interfering in anyway with their creative processes. Our support to the artists within the project includes providing art materials and all the facilities to show and promote their works. However, to maintain these actions we strongly depend on the funds donated to the project and the collaboration of other institutes, organizations and personal aids.



Samuel Riera Méndez
Havana ,1978

He graduates in 1999 from San Alejandro National Academy of Fine Arts in the specialty of Engraving. Between 2001-2006 Riera serves as Professor of Engraving in San Alejandro. In 2003 he founds, along with others artists, the Galería Postal project. Two years later, Riera is awarded the Tamarind Institute Scholarship (Albuquerque, New Mexico, USA), dedicated to lithographic studies. In the same year he is granted the Grand Prize for Graphic Art, sponsored by the Spanish Agency for International Development Cooperation and the Embassy of Spain in Cuba. In 2018, he is awarded with the COUNCIL fellowship (organization based in France) to develop the project: "Art at the margins of Art" in relation with the creation of art workshops for patients at mental institutions.

Presently, his artistic work moves fluently through a variety of techniques, encompassing Graphic Arts, Painting, Video Art, Cinema and Installation. He has imparted conferences on Video Art in Cuba, Venezuela and Mexico and participated in international festivals such as the Festival of Alternative Cinema (Mexico), the Festival of Young Filmmakers (Cuba) and the Low Budget Film Festival of Gibara (Cuba). Riera has taken part in more than one hundred collective exhibitions in Cuba and abroad. Currently he exhibits his work at the permanent collection of the First Museum of Cuban Art in Vienna, Austria, as well as in personal collections in Spain, Denmark, USA, Japan, Venezuela and Cuba.

From 2012 on, Riera runs his open atelier RIERA STUDIO, with the objective of creating an autonomous space for dialogue, diagnosis and cooperation amongst alternative discourses dealing with Cuban art, supporting primarily the presence and development of peripheral art beyond the centrist current. Since 2013, he creates and organizes Art Brut Project Cuba, aimed at building an action programme throughout Cuba that allows to recognize, catalogue, support and promotes the work of Cuban Art Brut and Outsider Art creators.

RIERA STUDIO | Art Brut Project Cuba

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