

"Reinvent or die". This is one of the most recurrent slogan that crisis left us. A dramatic change to start a new life of unexplored possibilities. This is a really ambivalent idea, as many slogans turned into oracle. Is the response to a common and actual personal question: "what am i doing from now on?". In one hand, a healthy invitation to a personal change. In the other hand, any personal change obliged, hides some kind of social violence. It is not an invitation, it is a must!. An unique growth opportunity transformed in a unique only survival option.

With "¡Good Luck!", Ruth Gómez refers to this contemporary actual need of reinvent ourselves. A change to avoid inaction or fear, shaking hands between social human reality and biological resistance and regeneration. Her point of view is optimistic. Not only because of hiperealistic forms, pop art or even the Japanese anime. The artist cheers us up to be part of this change, as a vital bet to a new beginning, with the good luck as a journey partner.

Regeneration is the capacity of some animals or plants, of reactivate their growth to restore damaged tissues. The capacity of the gecko to mend his tail if necessary. Or some class of jellyfish that nearly have an infinite and long lasting life, regenerating all over itself, all cells, from time to time. Resistance is the capacity of fighting bio or abiotic hazards. From plagues, to parasites, or even extreme weather conditions. Sometimes associates to hibernation: to resist and come to life in better circumstances.

Ruth Gomez work is about personal relationship. Her singularity is about how this is obtained. First, the metaphora between human and animal. In the other hand, her personal approach to social politics from a direct emotional point of view. What really gets her attention is emphaty as individual and social change. Third, a poetic, illusory evolutive change. Referential facts of humans at the beginning of history, when circumstances were particularly adverse.

"¡Good Luck!" sketches a particular and amazing zoo of species with reinvention capacity, regenerate, resist, and survive. They act as good luck charm of rewarding change

Guillermo Espinosa / 2014