

Ruth Gómez has built a perfectly recognizable visual language from his first works in video, obtained from the digital manipulation of photographic images. Her style, based on flat hue colours and a aesthetics, close to drawing or illustration; addresses a wide range of topics and has been embodied in works of very different sort (video, video installations, illustrations) that are close to the active approach of a corporation of design that experiments with alternative materials far beyond of conventional exhibition environment. Her vinyls involve the appropriation of a common material of interior design, that also has a degree of temporary nature, - they are the material used for signalling and provide a graphic image to a provisional exhibition or an art fair, and are destroyed, once they cease to be useful – to become an industrial-looking artistic medium.

Rafael Doctor Roncero / Vinyls / On minded prints. On prints minded. Gráfica de campo expandido / 2011