

# **Benjamín Torres**

## ***Skin Deep-Superficie***

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### **Press Release**

Galeria Hilario Galguera presents on September 4th at 20:00 hours the exhibition of the Mexican artist Benjamin Torres titled *Skin Deep – Superficie*.

“Before anything else, we are consumers”. This statement has defined the artistic exercise of Benjamin Torres. In two previous exhibitions, *Inventario (Inventory)* and *Contenido Neto (Net Content)* the artist entered the sculptural exploration of contents, experimenting with the modification of the image of containers as well. Torres attempted against cereal boxes, milk containers and other tetrapacks. Modifying their original image he reinserts them into the market as works of art, unstitching the products of their purely commercial value, giving them an artistic value.

With *Skin Deep – Superficie*, the artist will play with another of the aspects involved in the market economy: printed media and publicity. These graphic of the products of consumption tend to manipulate our desires, fears, ambitions and aspirations. They submerge us in a fantastic world that crushes us with their overwhelming unreality. This way, Benjamin alters the publicity and media contents generating alternative narratives through collage and décollage.

This artist, born in Mexico City studied visual arts at the National School of Visual Arts in Mexico and the Art Student’s League, in New York. His first solo exhibition was on 2003, at the José María Velasco Gallery. He has had exhibitions in New York, Berlin, Basel and Madrid, where he participated in ARCO 08 with the exhibition *Contenido Neto*.

*Skin Deep – Superficie* will be showing at the Galeria Hilario Galguera from September 4th to October 17th, 2008, from Monday to Friday, from 10:00 to 17:30 hours and on weekends with previous appointment.

The artist will give guided tours Saturdays September 20th, and October 11th from 10:00 to 17:30 hours.



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