



PLEASE KILL THE MAINSTREAM

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Curated by Giuseppe Ruffo and Pietro Tatafiore

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Mainstream is an English word used as an adjective in many fields of art and culture to describe a current which, in that particular field, is considered “conventional”, common, dominant. It describes a tendency that is particularly followed by community.

In the contemporary society the Mainstream, commonly intended as expression of culture in its totality, is decreed by establishment, the System with the major S; in this context art, from its side, has apparently stopped to constitute a moral behaviour for the man's sake and has started to debase itself more and more, reducing its active power as a productive impulse, an actual lifeblood, to become a matter swallowed up by the new capitalism in the form of gigantic financial bubbles, an overproduction of works - which almost always exceed the actual demand - giving life, paradoxically, to a series of artistic multiple inanimate, without any cultural value. Many Italian and international artists over the years have made use of the trampoline of nonconformity siding in front of the great machine of the Mainstream, against the financial and economic aggression that characterizes it, turning quickly, in most cases, in "animalists in fur", spearheads of the same organism that they said they wanted to fight, objects of its great basic contradiction where the speculative / financial emphasis crushes the cultural one.

Today the question is whether contemporary art can still preserve a soul and correspond to a moral value that is not only a matter of speculation.

What Largo Baracche Project contemplates with “Please Kill the Mainstream” – edited by Giuseppe Ruffo e Pietro Tatafiore – is an analysis, even before an actual attack, of this system that generates art and a ghost cultural heritage.

A direct look at the duality of Mainstream, at its tempting soul and at the smallness that is often hidden on its inside: mirror of the social context in which it is ingrained, the Mainstream shows the failure of an engine, the depletion of human capital stuck on itself that is the object of Largo Baracche's artists inquiry, in their own way, at 1Opera gallery.

Chiara Minieri



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