



PLEASE KILL THE MAINSTREAM

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Curated by Giuseppe Ruffo and Pietro Tatafiore

from 28 april to 10 may

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.

The exhibition P.K.M. - Please Kill The Mainstream - has been shown on the first time at 1Opera gallery in Naples in December 2013, the second one will be in Belgrad at galerijia Zecevic in April 2014 and the third one will be in London at Red Gallery in July 2014.

We hope that this kind of project will be successful to maintain the ideal peaceful and the cultural identity of each country.

Chiara Minieri

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