



Hugo Aveta

presented by NextLevel Galerie



Hugo Aveta (b. 1965, Argentina) studied architecture and cinema, yet has devoted his career to photography and video for more than 20 years. His photographs still resonate with traces of his past practices. Unseen explores the intricate work process behind his latest series.

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conjunction of soul and body responding towards a crisis situation." The purpose of *Ritmos Primarios, la subversion del alma* is therefore not to inform but to reveal in a poetic sense the universal mechanism of the human soul when faced with any given situation. "More specifically I tried to evoke the reverberation of memories through a specific process."

At Unseen Photo Fair, Hugo Aveta's most recent series, *Ritmos Primarios, la subversion del alma* (Primary Rhythms, the subversion of the soul), is on show. This series is based on the mass demonstrations that took place in Buenos Aires and other leading Argentinian cities against the president, Fernando de la Rúa, and his government in 2001. The Internet was Aveta's only source for collecting material about the violent clashes between the protestors and the state. As a result, the work has been created using videos found online. Aveta uses a process in which video documentaries are projected onto a canvas in a darkroom covered with a green photosensitive emulsion. The images only appear for a few seconds and Aveta is able to capture them with his camera just before they disappear. The artist created a film based on these photographs. The effect of the process is apparent in them, as the material of the canvas comes back in all the work. "The purpose of that process, taking the image at the last moment, is also a reference to Jules Verne's *Le Rayon Vert* (The Green Ray), the last and most beautiful sunray before dark. I work with that idea of keeping the last traces of recollections." The video is a type of matrix of all the assembled photographic work.

Although politics are central to the work created by Aveta, they are always approached from a collective standpoint and not from an individual one. Aveta wants to explore the human condition, as a whole, governed by societies.



Aveta has personally been touched by the events that happened in his country. However, he believes that events of this nature have a universal impact on collective memory, wherever they take place. "*Ritmos Primarios* evokes the absolute necessity of remembering a social event that had a deep impact on Argentina, or the fall of neoliberalism. The unrest was severely repressed, and my work is a way of evoking the reactions of men facing despair and injustice, and the

- 1 *Untitled 3*, from the series *Ritmos Primarios la subversion del alma*, 2013 © Hugo Aveta/ NextLevel Galerie
- 2 *Untitled 7*, from the series *Ritmos Primarios la subversion del alma*, 2013 © Hugo Aveta/ NextLevel Galerie
- 3 *Untitled 8*, from the series *Ritmos Primarios la subversion del alma*, 2013 © Hugo Aveta/ NextLevel Galerie