



Gabriel Orozco Oroxxo

£42.00

In 2017, the artist installed an OROXXO store inside the gallery space at kurimanzutto, and with it proposed a game involving opposing logos and rules of the market, as two ways of understanding the ever-expanding capitalist world in demise.

OROXXO was divided into two spaces that performed differently, the store and the back room. In the store, products normally found at an OROXXO where exhibited along with a total of 300 items intervened by the artist.

The back store displayed the packaging of the intervened products that were installed following a traditional exhibition criteria, functioning within the game set forth by the artist on rules of the market.

Accompanies the exhibition Gabriel Orozco: OROXXO, 8 Feb – 16 Mar 2017, kurimanzutto, Mexico City.

English and Spanish text.

Key Selling Points

- Gabriel Orozco, born 1962 in Jalapa, Veracruz, Mexico. Lives and works in New York, Paris and Mexico City.

Product Details

Artist(s)	Gabriel Orozco
Author(s)	Benjamin H.D. Buchloh, Luciano Concheiro, Jori Finkel, Juan Villoro
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