

# CARDI GALLERY PROJECTS

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Oso Parado, Green yellow organic, 2020  
Archival pigment print, 163 x 133 cm (64 1/8 x 52 3/8 in)  
Edition 1 of 10

## OSO PARADO

### DIGITAL SPIRITUALITY

Curated by Maria Abramenko

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Born in Chiconcuac, Morelos, Mexico, **Oso Parado** is a multidisciplinary artist who currently lives and works between Los Angeles, California, and Tulum, Mexico. Oso holds a BFA from School Visual Arts, New York, following courses in sculpture, photography, printing, drawing and even encaustic painting.

With thin irony the artist explores the meaning of spirituality and human connection in our post-internet era. The Post-Internet movement, for instance, refers to a trend in culture that speaks to this. Taking its cues from the understanding of Postmodernism as a reaction to, or rejection of, Modernism, post-Internet does not imply a time “after” the Internet but rather a time “about” the Internet.

**Oso** explores the way that the Internet shapes our perceptions of value and beauty, he states:

*The questioning of my work is positioned within the Post Internet trend. My work is a total reflection of how the internet affects our taste creating a standard in the masses, losing individuality and creating these homogeneous masses in tastes and customs; I reflect a lot in my work on that effect of the internet on society, on standards of beauty.*

**Oso's** artwork is also a critique of the American Dream lifestyle. In this, **Parado** constructs a discourse that speaks to his family origins and especially his inheritance from his father.

Thanks to contemporary technology, we have more information and access to spiritual practices than ever before, **Oso** interrogates us about what it means to be spiritual today. The artist lives part-time in very touristic Tulum, Mexico, renowned for drawing an international crowd seeking to embark on a journey of what **Oso** refers to, with humour, as 'Spiritual Shopping', in a town where you can book your spiritual awakening via Whatsapp or Airbnb Experience, based on a Tripadvisor review.

The digital democratisation of knowledge has given us more access to different forms of spirituality and our relationship to spirituality has become one of a consumer. In much the same way as we order our groceries on Amazon, we now choose our spiritual experiences based on peer-to-peer reviews, likes or followings. In a world of instant gratification we want our spiritual awakening in one click or via our hand-held technology.

This has inspired **Oso** to borrow the iconography of digital contemporary spirituality and reconfigure these objects to create a fictional temple, making us rethink our relationship with the sacred. Using materials of everyday consumption **Oso** creates his colourful collages, engaging the viewers' attention by extreme contrast of content. **Oso** often elaborates on found text and photography, frequently taken from commercial fashion magazines. The artist is very inspired by the work of Joseph Beuys, in both his concepts and idealism.

**Oso's** works are held in collections at Luciano Benetton Collection, Italy, CALOSA Foundation, Mexico, Nobel & Hug Rechtsanwälte, Switzerland and Museum de la Cancilleria, Mexico City.

Maria Abramenko