

# Guto Ajayu

Exposición **VINCAM**

**03 ABRIL**  
**28 ABRIL**

**PALACIO DUCAL  
DE MEDINACELI**

*Sala Malvasia*

**Fundación DEARTE**

Plaza Mayor 4  
Medinaceli, Soria





fundación  
**DEBATE**





# Guto Ajayu



**VINCAM**



# VINCAM

## I WILL WIN

*Sink the eyes among the deep roots that intertwine the cultural fabric of Spain is to lose oneself in the most remote times of its historical events and most of it is also speak about European history, about the interaction between the ancient Near East and the Mediterranean lands, about Phoenician expansion by sea driven by trade, the Carthaginian invasion, the Roman Empire land expansion, the Muslim domination and its subsequent impact on the artistic traditions that developed in the conquered regions. From this historical evolution, the question is, how to define an identity if we do not start from a concrete history that defines the essence of the origin? and we have come to the conclusion that belonging to human identity is cultural, it is what unites us as people who, through the ages, have been building together a common history.*

*The exhibition brought to us by the artist Guto Ajayu traces that confluences map of cultures and civilizations that affected and enriched our culture. From the Tartessos to the present, passing through successive civilizations like Celtiberian, Roman, Muslim that the artist puts together for us as a puzzle that adds up to our culture construction, placing Medinaceli Town as a fundamental and strategic piece of medieval geography as his VINCAM exhibition tells us very well.*

*Medinaceli was always a land of frontiers where decisive battles were fought, the ancient Occilis became conquered by the muslims who*

*named it Madinat Salim, later recovered by Christians and later becoming a land of borders between Castilians and Aragonese. Today the town is a cultural reunion land, its rich historical heritage can be seen exhibited in three rooms of the Medinaceli Ducal Palace, headquarters of the DEARTE Foundation, the framework of the exhibition that brings us today.*

*VINCAN is "we will win", a reflection on the wars that peppered the history of humanity, conquests, and domains as well as cultural contributions.*

***Judith Cuba***

*Exhibition curator.*

## VINCAM EXHIBITION STORY (I will win)

“Love as a principle  
The order as a foundation  
Progress as a goal”

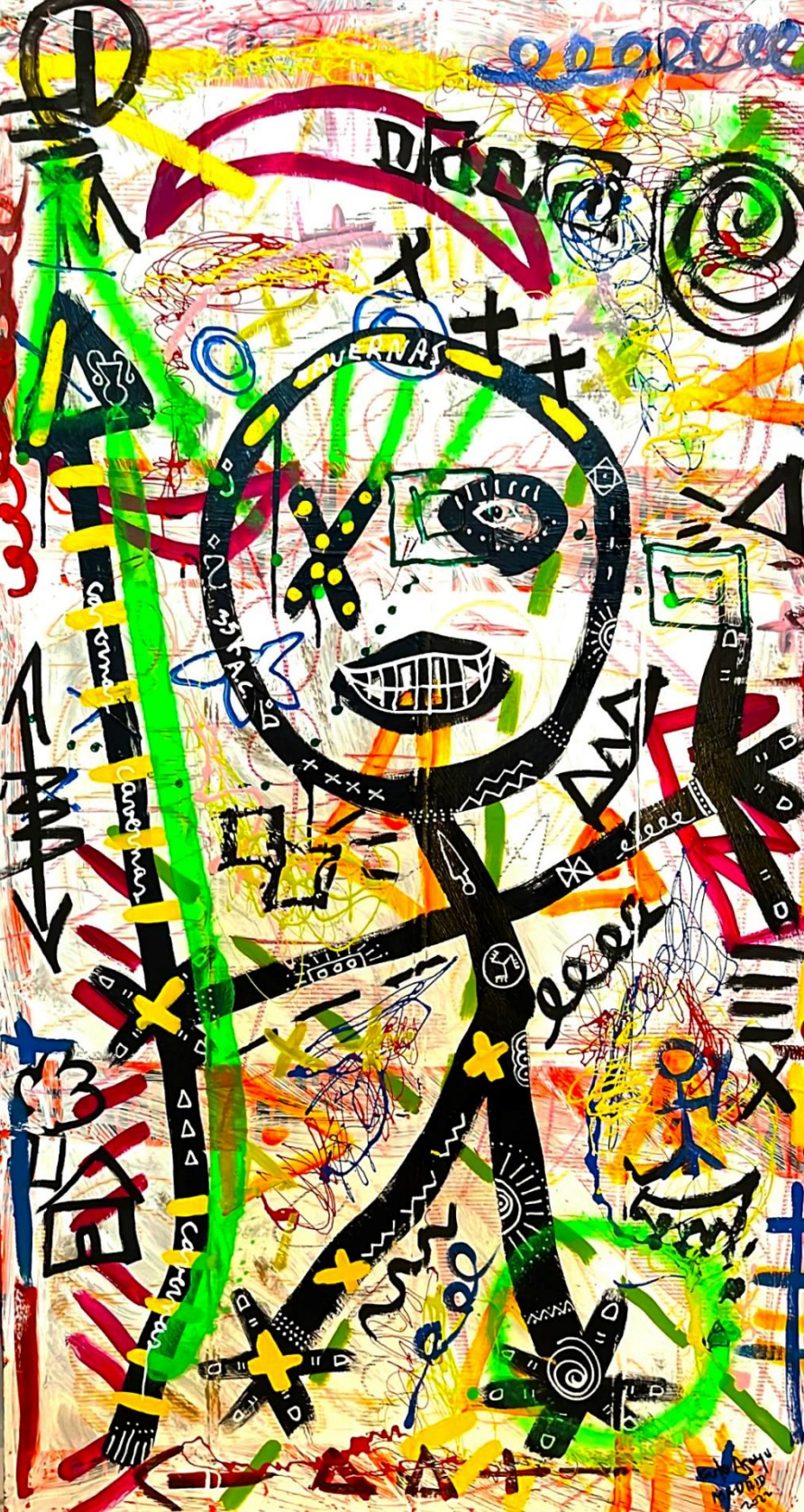
*Augusto Comte*

*The VINCAM exhibition is a series of paintings that talk about the ancient epics of the Iberian Peninsula, a chronological journey from the first Paleolithic paintings to the different cultures that settled in the Iberian Peninsula, culminating in the Medinaceli Town as a significant scenario where diverse cultures converged, as in the beginning of history, confrontations, wars and conquests took place, but also where the coexistence and fusion of customs, languages, religions and artistic manifestations were generated, giving rise to a new cultural identity.*

*This nod to the Iberian past ancient civilizations is contrasted with iconographies that refer us to the contemporary world so characteristic in my work, creating a universe of time connections with ethical, social, and philosophical references.*

**Guto Ajayu**





**35,000 years before  
Christ**

Mixed media on cardboard  
112 x 63 cm

*This piece takes a midpoint in the Prehistoric era of the Peninsula and portrays the initiator and eternal character in the history of the world: the human being. We are the beginning, the end and the intrinsic essence of knowledge, culture and progress.*



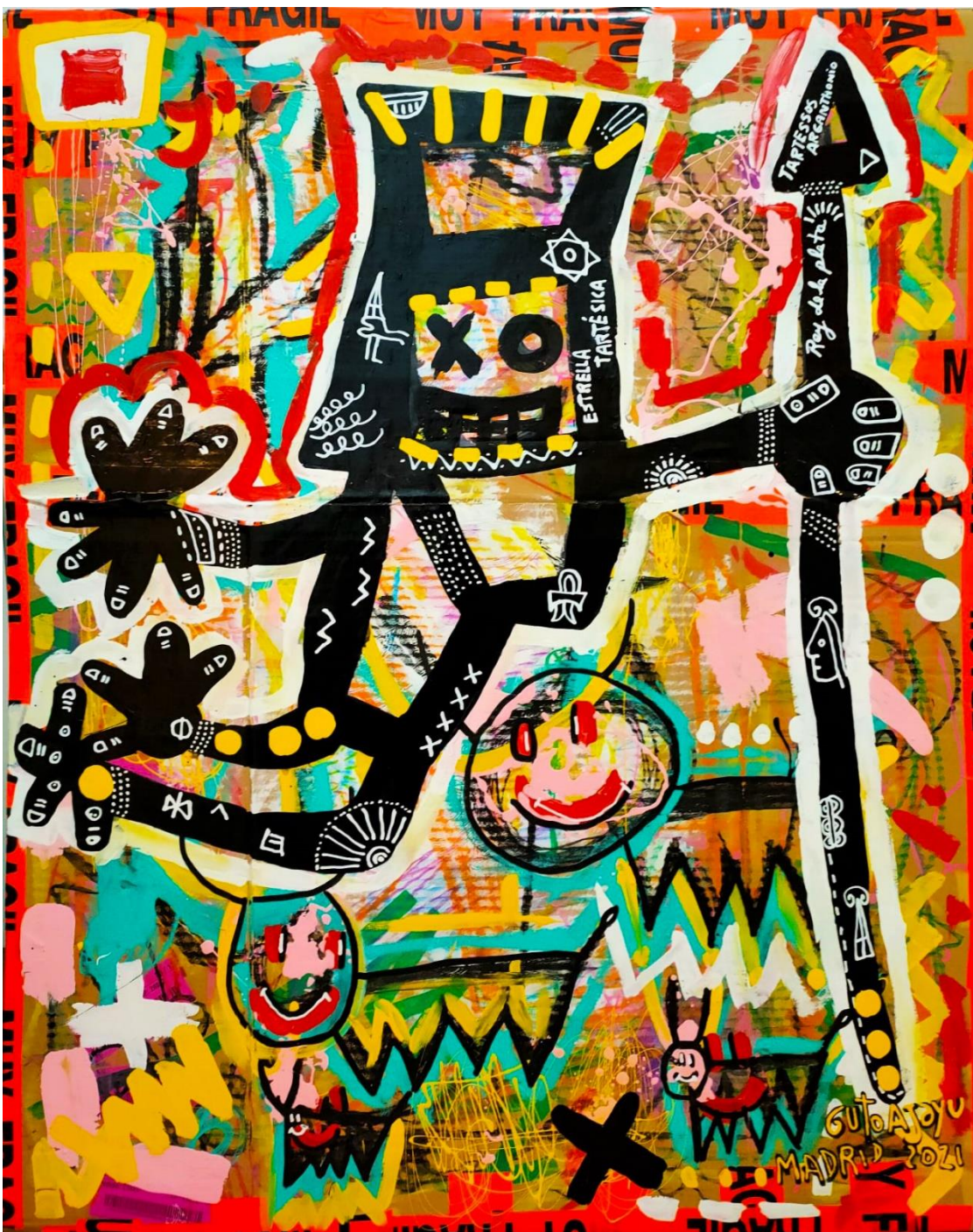


## *Dawn and strength*

Mixed media on cardboard  
51 x 99 cm

*It represents the eternal companions in human progress: the animals. Since the dawn of humanity, they have accompanied us. The bull as a symbol of strength, resistance and character.*





## ***From shepherd to warrior: the history of Tartessos***

Mixed media on cardboard  
100 x 80

*It tells us about the presence of the Tartessos civilization, who do not have a confirmed or clear origin; but they formed a strong society in the Iron Age, which is usually a consequence of conquests and a good defense system. In the piece we can see how a shepherd renounces to his peaceful life and decides to become a warrior, in order to defend his people.*





***The poetry of joy, the airs  
of commerce***

Mixed media on cardboard  
59 x 83 cm

*This piece speaks of the presence and influence of the Phoenicians and later the Carthaginians, who were people with great naval power that led them to have a large volume of trade, resulting in abundance and a consequent joy in society.*





## *The arrival of infinite time*

Mixed media on cardboard  
94 x 64 cm

*It tells us about the beginning of the Roman domination in the peninsula, defeating Carthage. The title alludes to the power and long duration of the Roman Empire in ancient times. We see a Roman warrior in triumphant attitude, facing the viewer.*





## *The chimera of being your friend*

Mixed media on cardboard  
44 x 104 cm

*The image represents the Punic wars between Romans and Carthaginians, which occurred throughout the Mediterranean Sea and the Celtiberian resistance in the interior of the Iberian Peninsula. The title refers to how the brotherhood between humans can be broken by the expansionist impetus and warlike nature*





## ***The inconsistency of discourse***

Mixed media on cardboard  
69 x 40 cm

*This piece follows the story of the Roman conquest and criticizes the discourse of war, which seems to be necessary in human history, but presents inconsistencies in its direct effects on the civilian population involved in these conflicts.*

*A Roman soldier can be seen unarmed, with his body uncovered and ready to be attacked, as an analogy to the ethical shortcomings of the logic of war.*





***Spite of everything, I'm  
still with you***

Mixed media on cardboard  
55 x 101 cm

*Again a war scene, which shows how, despite logic and reason, war continues. The instinct of domination takes precedence over the mind.*





## *The gold dissolves*

Mixed media on cardboard  
98 x 52 cm

*It represents the de-Romanization of the Iberian Peninsula or the fall of the Roman Empire at the hands of the Visigoths. We see a Roman soldier with his helmet on the ground, as a symbol of defeat. The title, gold dissolves, is an analogy to the Roman power diluted under Germanic domination*





## *Memories of an invisible victory*

Mixed media on cardboard  
103 x 77 cm

*A retreating Roman soldier, helmet under his arm is recalling the glorious past of his people. The word "invisible" in the title is a critique of history itself: does a past event, such as a military victory, exist in itself in the distant future or is it gradually erased over time, until it becomes "invisible"?*





## *The strength of the symbol*

Mixed media on cardboard  
95 x 59 cm

*Image of the establishment of Visigothic power after defeating the Romans in the peninsula. The title of the work alludes to the symbol of the scepter, as a sign of hierarchy and power -which can be seen in the work- and talks about how a Visigothic minority was able to dominate a majority Roman population.*





## *The loot and the pleasure*

Mixed media on cardboard  
94 x 53 cm

*This piece represents the satisfaction of triumph. A Visigoth warrior in his moment of glory, understanding that he now dominates and will dominate the peninsula for 3 centuries*





## *An eternal commodatum*

Mixed media on cardboard  
80 x 60 cm

*The end of Visigothic domination gives space to the new "tenant": the Muslim power. We observe a Visigoth warrior assuming the new situation. With his arm raised he thinks: "we have to leave the peninsula, but we leave a trace of our presence."*





## Orange Blossom Honey

Mixed media on cardboard  
106 x 60 cm

*It tells us the beginning of the Muslim presence in the peninsula. We can see a Muslim warrior arriving to take possession. The title refers to the arrival, symbolized in a small reference to one of the products they introduced in the Iberian Peninsula, the citron tree, whose orange was used for the production of Orange Blossom Honey (Miel de Azahar), a word from the Hispanic Arabic "azzahár", from the classical Arabic "az-zahr" which means chance or luck.*









## *Dancing in the Bardas del Levante*

Mixed media on cardboard  
81 x 111 cm

*The golden years of the Muslim people. We see a Muslim man dancing in the midst of a multitude of symbols that evoke cultural richness. The title of the work obeys the phenomenon called "Las Barbas de Levante", which are the clouds that form over the Rock of Gibraltar, product of the "Levante Wind". This reference was chosen because this place is demographical located in the direction of the Arab world.*





## ***Whispers of an anticipated battle***

Mixed media on cardboard  
80 x 97 cm

*It presents a Muslim character in a position of attention, as if listening to the harbingers of the end...sensing that his dominion will soon come to an end..*





## ***New Guests***

Mixed media on cardboard  
51 x 100 cm

*This piece shows a Christian character with a crown, symbolizing the reconquest, the recovery of the peninsula.*





## *First steps*

Mixed media on cardboard  
55 x 55 cm

*This work shows a child arriving at the peninsula with a light in his hand, symbol of a new era.*





## *Algarabía granadina I, II and III (Triptych)*

Mixed media on cardboard

I 70 x 60 cm

II 69 x 40 cm

III 72 x 52 cm

*This triptych represents the celebration of the new Christian dominion, alluding with the title of the work to the War of Granada, which would mark the end of the Muslim era in the Iberian Peninsula.*





## *Vespers of the Empire I and II (Diptych)*

Mixed media on cardboard

I 72 x 40 cm

II 84 x 52 cm

*This diptych presents two characters celebrating, welcoming the beginning of a very important era: The Beginning of the Spanish Empire, which coincides with the conquest of the Peninsula and the conquest of America, in 1492.*



## Vincam (I will overcome)

Mixed media on canvas  
165 x 101 cm



*It is the final work and breaks with the linear historical account of the ancient history of Spain. A synthesis presented through these 24 paintings. "Vincam" is the Latin word for "I will conquer" and I place it symbolically in the town of Medinaceli, an important point of medieval geography that has often played a leading role in the history of the Iberian Peninsula. Also, this piece is a reflection of mankind history: conquests and changes of dominion. The history of the world is the history of triumphs, one after the other.*

*In the work we can see two warriors that share the compositional space with different languages and symbolic iconographies, offering a narrative reading of the project.*

## **Guto Ajayu**

*Guto Ajayu's art is identified with its pre-Columbian roots, but it is also a child of its time and that connection with its contemporaneity plays an important role in its work. As a graffiti teenager artist, who was fascinated by the concept of Pop Art that proposed to be inspired by everyday objects, the artist began to combine these elements with his cultural heritage and memory, integrating ancient and sacred philosophies with naïf aesthetics and urban elements. Currently, Ajayu is based in Madrid, where he develops his artistic projects and continues his international journey. His work is projected through painting, drawing, sculpture, installation and performance, his spatial composition gives his work a visual narrative rich in expressive, aesthetic, iconographic and interpretative reading resources, clever and ironic*





## BIO - CV

Guto Ajayu (La Paz, Bolivia 1990) questions the fragility of historical memory and seeks to empower the indigenous cultural identity of ancient civilizations, through a discourse that deconstructs sacred, ritual and historical elements; and re-enacts them in a critical, irreverent and instinctive way.

Having grown up in a country with such an ingrained spirituality and cultural identity - due to Bolivia's deep pre-Columbian roots – has created in Guto a commitment to the investigation of his past and his origins.

His eclectic and provocative aesthetic obeys to his early days as a street graffiti artist and his way of seeing the world as a mixture of antinomic and illogical influences.

Through constant theoretical research and a reinterpretation of the past, the artist's historical repetitions create a new symbolic code, with the sole purpose of finding his true origin.

## ART STATEMENT

*“Kamisak Jilatanak Kullakanaka. Cultural memory and the voice of our origins must be preserved. Memory is fragile and memories can get lost. To this mission, I try to create bridges between yesterday and today, using a contemporary language, with which I reinterpret elements, symbols, events and characters from history and/or legends. I see myself as an aesthetic archaeologist, who, through symbology, investigates art, way of life, the sacred, the ritual and the philosophy of the past.”*

Guto Ajayú

## PROFESSIONAL FORMATION

Graduate in Fine Arts with Sculpture speciality, U.M.S.A. (San Andrés Major University) La Paz-Bolivia.

Studies in Philosophy, U.M.S.A. (San Andrés Major University) La Paz-Bolivia.

Lives and works in Madrid, Spain

## BIENNIALS & ART FAIRS

2022, Venice, Italy: Biennale di Venezia, Warmichacha art Collective, Bolivia`s National Pavilion

2022, Luxembourg, International Art Fair Luxembourg, Capital Culture House gallery

2022 Mónaco, International Art Fair Mónaco, Capital Culture House gallery

2021, Madrid, Spain. Artist Experience December, Capital Culture House gallery

2021, Madrid, Spain. Festiarte, galería Eka & Moor

2021, Madrid, Spain. Artist Experience April, Capital Culture House gallery

2021, Madrid, Spain. Estampa, Pedro Requena Art gallery.  
2020, Marbella, Spain. Festiarte, Eka & Moor gallery.  
2019, Luxembourg International Contemporary Art Fair, Luxembourg. Eka & Moor gallery  
2019, Paris, France, Salon International D'art Contemporain du Louvre, Eka & Moor gallery.  
2019, Amsterdam, Holland, Fair AIAF, Eka & Moor gallery  
2019, Madrid, Spain, Almoneda, Eka & Moor gallery  
2019, Marbella, Spain, Fair Art Marbella 2019, Eka & Moor gallery  
2019, Lausanne, Switzerland, Lausanne Art Fair, Eka & Moor gallery  
2018, Madrid, Spain, We are Fair, Eka & Moor gallery  
2018, Paris, France, Salon International D'art Contemporain, Carrousel du Louvre, Eka & Moor gallery  
2018, Madrid, Spain. Almoneda, Eka & Moor gallery  
2017, Hong Kong, Premier Art Fair, Eka & Moor gallery

## INDIVIDUAL SAMPLES

2022, Medinaceli, Soria, Spain, "Vincam", Museum of the Foundation of the Ducal Palace of Medinaceli  
2022, La Paz, Bolivia, "Los Fantasmas del futuro", Museum Tambo Quirquincho  
2022, La Paz, Bolivia, "La verdad sobre tu pasado", Alianza Francesa gallery  
2021, Madrid, Spain, "El origen y el aborigen: Augusto", Eka & Moor gallery  
2021, Madrid, Spain, "The little giants of Augusto", CCA Clara Tengonoff gallery  
2021, Madrid, Spain, "The night of Augusto", Wilko Art gallery  
2021, London, United Kingdom, "Augusto after light" \*, The Holy Art gallery  
2021, Madrid, Spain, "Augusto Octavio", AEPE (Spanish Asociation of Painters and Sculptors)  
2020, Paris, France, "Le nouveau capitalisme", Société Ecran D'argent gallery  
2019, Madrid, Spain, «Emperor», Eka & Moor gallery  
2018, Madrid, Spain, "#LosAndesAreCool", Yuri López Kullins (YLK) gallery  
2014, La Paz, Bolivia, "Augusto and his very commercial art", Ministry of Cultures  
2014, La Paz, Bolivia, "Expo Muro", U.M.S.A (San Andres Mayor University)

## AWARDS AND DISTINCTIONS

### **2022**

2022, La Paz, Bolivia. Departmental Secretary for the Rights of Mother Earth. Recognition of the cultural contribution of Bolivian art abroad.  
2022, El Alto, Bolivia. Public University of El Alto U.P.E.A. Recognition of the valuable cultural contribution to Bolivian art



## **2021**

2021, London, United Kingdom, Finalist "Summer Exhibition", Royal Academy of Arts

2021, La Paz Bolivia, Governor of La Paz Santos Quispe Quispe, Recognition of the great international artistic work on the European continent.

2021, La Paz, Bolivia, Autonomous Government of La Paz and Secretariat of Cultures. Recognition as a speaker at the Municipal Museum Tambo Quirquincho with the conference "Art Market and How to live from Art"

2021, La Paz, Bolivia, Bolivian Association of Plastic Artists A.B.A.P. Recognition of cultural value in the conference "Art Market and How to live from Art"

2021, El Alto, Bolivia. Public University of El Alto U.P.E.A. Recognition of the valuable cultural contribution to Bolivian art

2021, Martos, Spain. Finalist in the contest "XLIX Concurso de pintura Ciudad de Martos"

2021, London, United Kingdom, 1<sup>st</sup> prize, international art contest "Identity", The Holy Art gallery.

2021, Torremocha de Jarama, Spain. Finalist, art contest "Homo Natura"

## **2020**

2020, Madrid, Spain. Chosen to be part of the book FLAMANTES.

2020, Member of Spanish Association of Painters and Sculptors AEPE

## **2019**

2019, Villarta, Cuenca, Spain. Finalist, art contest "International Painting Contest Villarta 2019", Villarta Cuenca Town Hall.

## **2017**

2017, Madrid, Spain. Finalist in the art contest "Coverontrip 14+1 escenas de viaje".

## **MUSEUMS, INSTITUTIONS AND SELECTED COLLECTIONS**

Museum of the Foundation of the Ducal Palace of Medinaceli. Soria, Spain

Museum of the Town Hall of Torremocha de Jarama, Spain

Tambo Quirquincho Museum. La Paz, Bolivia.

Public University of El Alto U.P.E.A. El Alto, Bolivia.

Municipality Autonomous Government of La Paz. La Paz, Bolivia.

Bolivian Association of Plastic Artists ABAP. La Paz, Bolivia.

Arce Catacora Collection, President of the Plurinational State of Bolivia (2020-2024)

Choquehuanca Collection, Vice President of the Plurinational State of Bolivia (2020-2024)

Orellana Cruz Collection, Minister of Culture of the Plurinational State of Bolivia (2021-2024)

Bobaryn López Collection, Vice Minister of Government Coordination and Management of the Plurinational State of Bolivia (2021-2024)

Chuquimia Mamani Collection, Vice Minister of Institutional and Consular Management of the Plurinational State of Bolivia (2021-2024)

Quispe Quispe Collection, Governor of the Department of La Paz. La Paz, Bolivia. (2021-2025)

Heredia Vargas Collection, Rector of U.M.S.A (Universidad Mayor de San Andrés). La Paz, Bolivia (2021-2024)

## INSTITUTIONAL PUBLICATIONS

2022, Madrid, Spain. National Library of Spain. Art Anthology IV 2022: Madrid Edition.

2021, Madrid, Spain. National Library of Spain. Art Anthology III 2021: Madrid Edition.

2021, Madrid, Spain. National Library of Spain. Great Yearbook of International Contemporary Art 2021: Madrid edition

2020, Madrid, Spain. National Library of Spain. Great Yearbook of International Contemporary Art 2020: Madrid edition.

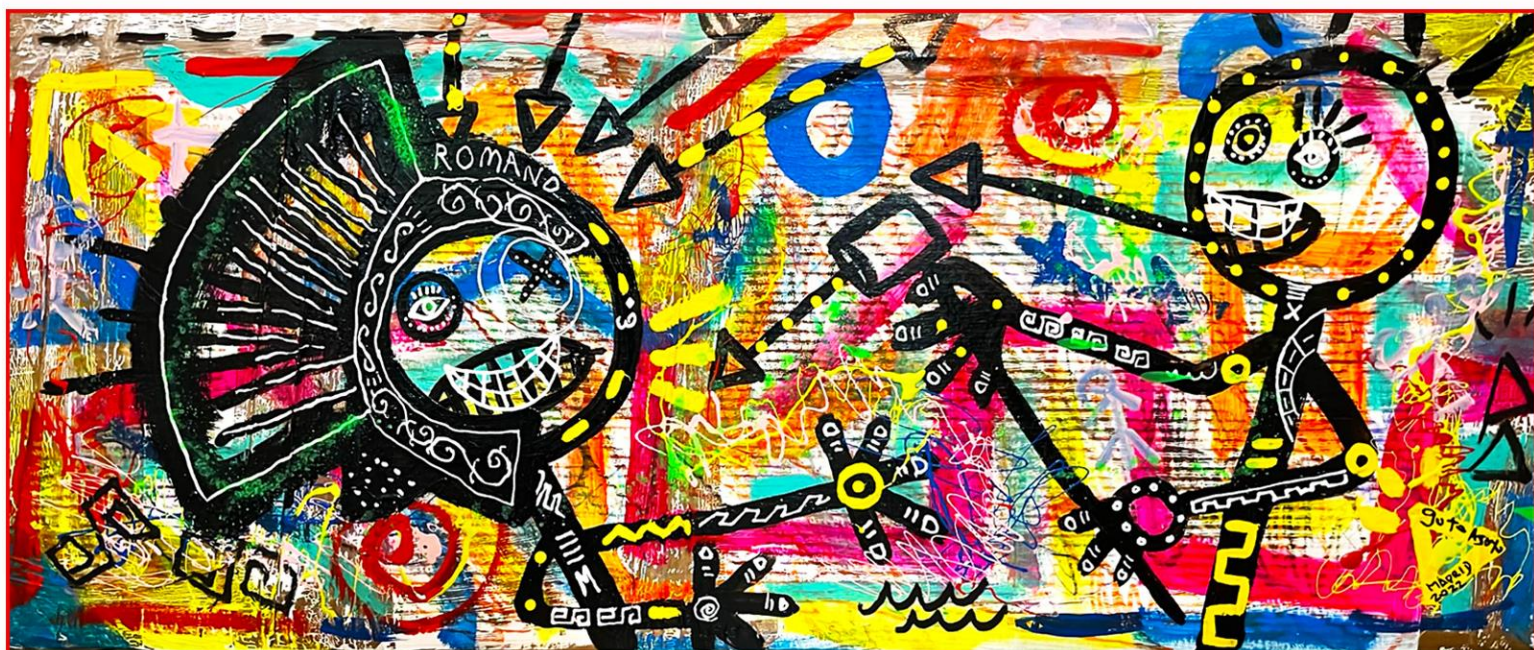




# La Fundación DEARTE Medinaceli

Presenta la exposición  
del artista **Guto Ajayu**

## VINCAM



**Del 03 al 28 de Abril 2022**

SAISHO



CAPITAL  
CULTURE HOUSE