

**JOAO MOURO**

It is not so easy to invent something nowadays and it is less so after the neo-dada merry-go-round and the accumulation of absurdities occurred since the late 80s. At present, it is nearly impossible for an artist to be proud of creativity. For that reason, the work of this young Portuguese attracts our attention.

Newly arrived at this business, Joao Mouro (Faro, 1985), with considerable savoir-faire and irony, constructs a work that has the virtue not to follow the usual artistic paths outlined by commissioners or the boring pseudo-theoretical discourses of high fashion designers. In fact, young Mouro speaks ironically about all these matters and makes up a mocking speech inventing a new *ism*, *the windowism*, of which his work is a paradigm.

Why a piece of furniture does not have windows? After posing this question as an ontological subject he devotes himself to build his works with fragments of old furniture pieces endowing them with a good number of windows. That approaches his works (by the way, are they sculptures?) to the condition of utopian architectures, scale- model architecture or doll houses. In that sense the work of Mouro reminds of some pieces by Thomas Schütte or Isidro Blasco, fitting into the architectural sculpture tradition that so many good examples produced in the 80s. Nevertheless, the sarcastic point and the acid critic distilled not only in his work but also by the

discourse attached to it sets it far away from the formalist world and de-constructivism fashions to place it in the part of improper criticism.

In a charming text the artist himself claims against “that art shopping centre” where he has obtained his *windowism*, a style or concept (he doesn’t quite know) that occupies a very low position in the “world ranking”, number 83,245 in fact.

I hope these words- by which I simply quote *windowism* without really making a definition of what it is nor even try to vindicate it- will eventually permit this new style to improve that position and will allow the artist to get good views to the street outside through this exhibition.

**Javier Maderuelo**

