

**CENTRE 7
CULTUREL
SUISSE 7
PARIS 7 7**

fondation suisse pour la culture
prohelvetia



REAL MADRID *POSTORISTORO*

exhibition from 9 May to 18 July 2021

	FOR PRESS + PROFESSIONALS	
FRI	07.05.2021	10 AM - 1 PM
SAT	08.05.2021	2 - 7 PM

curator: Claire Hoffmann

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33



In taking a soccer team's brand name for itself, the collective Real Madrid draws on the mechanisms of mass *miscommunication* to cover their tracks, fluidize gender identities, and play with preconceptions of team spirit and its transformation into merchandise.

Real Madrid has been using this collective name since 2015, to highlight causes of populations stigmatized, excluded, and oppressed by the dominant and normative sectors of society. The autonomous and proud protagonists of their universe are LGBTQIA+ communities, people with sexually transmitted infections, especially HIV, and young people in search of places to meet and be free in public space. To subvert the degrading or condescending public discourse that targets these people, Real Madrid lets their imagination run wild and breathes life into these stereotypical objects of prejudice: small cartoon figures, urban furniture, decaying fruit, and product packaging populate their installations. Through these everyday objects, elements with an anodyne Pop aesthetic gleaned from the collective imagination, Real Madrid reveals that the root causes of social exclusion and discrimination are skewed perspectives, phobias, and mechanisms of “othering” (i.e., of treating someone as “other,” unfamiliar, and disturbing).

This long-term project of Real Madrid has gained new relevance in the current crisis, given that public health management is now in the spotlight, while stigmatization and social inequality are on the rise yet also increasingly invisible.

For *Postoristoro*, Real Madrid drew inspiration from a place (*posto*) of refreshment (*ristoro*), taking as their model those small-town bars, open 24/7, which have the dreary air of a gas station or train station restaurant. The exhibition title is taken from a short story from 1980 by P.V. Tondelli, which, although set in the 1970s, against a backdrop of workers' struggles, sexual liberation movements, job losses, and the heroin crisis, is still imbued with hopes of a better life and an elsewhere.

In his autobiographically inspired novel, *On Earth We're Briefly Gorgeous* (2019)—which could well be a contemporary version of Tondelli's short story—Ocean Vuong speaks of his opioid addiction and search for his identity, of his dreams as a queer man and as the son of immigrants in a decaying America.

In these different genres and voices, then, we find positions that are concerned not so much with celebrating the aesthetics of lost youth or narcotics as with daring to look, so as to put into words and images those realities in life that are too easily overlooked. As Vuong says in his text, it all depends on which point of view we are talking about: “It's a beautiful country depending on where you look [...]. It's a beautiful country [...], depending on who you are.”

- Claire Hoffmann

Pier Vittorio aTondelli, “Postoristoro,” in: *Altri Libertini* (1980), Feltrinelli, 2020.
Ocean Vuong, *On Earth We're Briefly Gorgeous*, Penguin Press, 2019.

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33



Postoristoro by Real Madrid

Postoristoro is dedicated to the little clusters of syringes left by a bench or on construction sites, behind dark bushes and bins: beings we weren't allowed to see, until we did. Cousins of the fairy-tale gnomes usually only children can spot, or more like mini spiky ogres ready to abduct them. Legend has it "*they inhabit the grass, invisible until you feel that little pinch that wakes viruses and bacteria asleep on their needle, otherwise left alone in their own absurdity like microscopical stray pets. If you stare, they will jump on you*". Addicts too were allowed to visit those fantastic creatures. Hidden high societies of syringes living in lemon skin tiny huts feeding on the remainders of highs – superspreaders coercing the weakest spirits to their no future will, first ride is free. At each treasure spotted on the ground: "is that it, am I in danger? Don't be careful, be afraid of things!" An addiction isn't necessarily from something you put in your body: we depend on coexistence.

Postoristoro is not about youth getting wasted; it evokes a place for the marginalized to rest, a sleepy break from the future and a shelter for chillers, their sharp and hurtful priority radically opposed to a productive need. Parasites, *erm* ...Parasols may protect you from UVs and ODs. Parasols of liberalism, of brands and welfare, under which the validity of your life experience is safe.

Postoristoro is a diner at a transfer station where some got stuck, its walls encrusted by the 70s class movements marked by mutual accusations of parasitism (*sound of burning tinfoil to the rhythm of Emilia Paranoica*). Several outskirts, whole provinces, laying soaked after a hailstorm of pharmaceuticals (*sound of opioids falling*). Protective parasols are given to "good people" in the 80s: another epidemic thriving in the background (*not a sound*). Working class families have received so far unaffordable branded coats and expensive goodies and are offered to settle for a certain wellbeing. The spike this Cupid threw has definitely led me on a bizarre tour.

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33



Biography

Real Madrid was founded in 2015 in Geneva.

The collective examines social constructions and sexual development, with a focus, more recently, on STDs. Their work has been exhibited in private and public institutions such as Quadriennale Roma, Salle Crosnier (Geneva), GAK (Bremen), Migros Museum (Zurich), Auto Italia South East (London), Plymouth Rock (Zurich), Truth and Consequences (Geneva), and Les Urbaines (Lausanne). Soon they will exhibit at ICA Milano, Centre d'édition contemporaine (CEC) in Geneva and the Swiss Institute in New York (2022). In 2018 they were artists in residence at FAAP Sao Paulo and ProHelvetia Johannesburg, and in 2017 at Goethe Institute Vila Itororò (Sao Paulo). They received a Swiss Art Award in 2018 and are nominated for the 2021 edition, and they were finalists for the BNP Paribas Prize in 2017. In 2019–20 they were fellows at the Istituto Svizzero in Rome.

Artist statement

Real Madrid is an artistic duo founded in 2015 in Geneva with a focus on sexuality in development and on the strategies used to cope with diseases and stigmas. Their name taken from a famous football team, manifests an interest in mass-miscommunication while turning problematic the distribution and indexing of images on any search engine. RM plays with the notion of competitive spirit and with its transformation into merchandise, questioning authorship and the function of the self within creative processes. RM embodies the role of nonofficial goodies “between fair-play and foreplay”, branding itself as a marketable counterfeit commodity.

Real Madrid deals with the mechanics of revelation in reaction to the secrecy of sexually transmitted diseases (STDs) and with their impact on the experience of pariahs in disguise. STDs contributed to the gathering of subcultures around their struggles, while carrying a shame that historically contributed to the othering of communities. Alluding to irony and the use of gruesome humour, RM works around the linguistic detours employed to protect the unspoken, turning it into a tool to reclaim one's own story. Regional products, including fruits and territorial diseases, have been and are ways to indirectly refer to sexual struggles. Instead of excluding them, they root the person to their geographical provenance- allegorically dressing a medical status with the extravirginity of olive oil, spilled on the white and red blood cells of a caprese salad.

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33



Visuals for the press



Img 1 : Real Madrid, *Some days are diamonds, some days are stoned*, 2018
© Guadalupe Ruiz, BAK



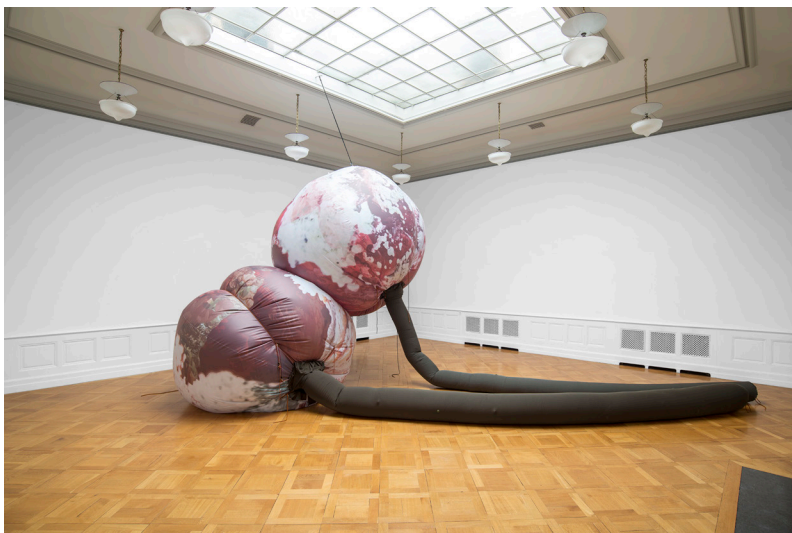
Img 2 : Real Madrid, *It's my party and I'll die if I want to*, 2019
© Lorenzo Pusterla

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33



Visuals for the press



Img 3 : Real Madrid, *Cherries*, 2020 © Greg Clement

If your Story
absolutely requires
killing an
LGBT character
 ,
make sure that there
are other
LGBT characters
who survive and have
Bright Futures
Bright Futures
Bright Futures
ahead of them

Img 4 : Real Madrid, *Bright Futures*, 2017. Courtesy of the artist.

Léopoldine Turbat
 lturbat@ccs-paris.com
 T+33 (0)1 88 21 04 21

Agence Dezarts
 Marion Galvain
 agence@dezarts.fr
 T+33 (0)6 22 45 63 33



Visuals for the press



Img 5 : Real Madrid, *Bounty of the mutineers*, 2020 © James Bantone



Img 6 : Real Madrid, *The G.R.I.D.*, 2018 © James Bantone

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33

CENTRE 7 CULTUREL SUISSE 7 PARIS 7

fondation suisse pour la culture

prohelvetia

The Centre culturel suisse

The Centre culturel suisse (CCS) aims to promote contemporary Swiss artistic and cultural creation in France through its programming and to encourage exchange between the artistic scenes of the two countries. The Centre culturel suisse is part of the Swiss Arts Council Pro Helvetia.

Practical information

Real Madrid, *Postoristoro*

exhibition from May, 9 to July, 18, 2021

Professional meeting

Friday, May 07, from 10 AM to 1 PM

Saturday, May 08, from 2 to 7 PM

Opening

Depending on the evolution of the governmental measures, the exhibitions will be open to professionals by writing to accueil@ccs-paris.com

Mediation (depending on the health situation)

Curator tour by Claire Hoffmann

Thursday, May 27 at 6:30 PM

20 minutes tours by CCS mediators Anna Terp, Anna L'Hospital, Delphine Melliès and Yael Miller every Saturday and Sunday at 4 PM and on request (accueil@ccs-paris.com)

Ongoing at the same time

Manon

exhibition from May, 9 to July, 18, 2021

Centre culturel suisse. Paris

38 rue des Francs-Bourgeois 75003 Paris

E ccs@ccs-paris.com

T +33 (0)1 42 71 95 70

exhibitions from Tuesday to Wednesday 1–7 PM

Bookshop

32 rue des Francs-Bourgeois 75003 Paris

from Tuesday to Friday 10 AM–6 PM

Saturday-Wednesday 1–7 PM

Exhibition: free entrance

Spectacle / concert: 7 € (reduced rate) / 12 €

Projections : 3 €

Lecture / round table: free entrance

The whole programme:

ccs-paris.com

Léopoldine Turbat
lturbat@ccs-paris.com
T+33 (0)1 88 21 04 21

Agence Dezarts
Marion Galvain
agence@dezarts.fr
T+33 (0)6 22 45 63 33