

SOL CALERO

Agencia Viajes Paraíso

Kunstpalais Erlangen,

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*Agencia Viajes Paraiso* approaches the underlying relationships present in the construction and self-constitution of countries as tourist destinations. Sol Calero makes use of her own take on the aesthetics of domestic Latin American culture and homogenized tropicalism to reclaim it as a source of knowledge and identity rather than a clichéd perception of this aesthetic heritage. For Kunstpalais Erlangen, Sol Calero has created an immersive installation that takes the audience through the different stages and implications of leisure travelling.

Travelling appears as the perfect materialization of the mechanisms of desire: the trip is presented as a promise, an adventure, a dream – where the chase and the projection is more substantial than the fulfillment. This is where the travel agency, with its constructed imagery, its posters and brochures, its necessary planning and timing, scheduling and preparation, is the most self-evident witness of the construction of the exotic as a notion.

Stemming from *tornos* and *tornus* in greek and latin respectively, tourism signifies a circular movement of going and returning. It implies a temporary state of the traveller: coming back to the territory of origin is, then, the first precondition differentiating the tourist from the migrant. The inherent privilege of the tourist is based on this difference: the voluntary traveller belongs to a new leisure class of sorts. The tourist embodies 'experience' as the ultimate commodity in a

contemporary immaterial economy, personifying the collector of experiences and sensations as yet another form of consumerism. Tourism only reaches meaning when it is practiced in far off places, where landscape, culture, aesthetics, language and gastronomy appear to be radically different from the familiar contexts of provenance. Calero takes a look at this perspective of 'Otherness' and the construction of a manufactured concept of authenticity from the innocuous appearance of the travel agency.

With video contributions by artists Joiri Minaya, Cristóbal Gracia and Josep Maynou. Work selection curated by Sira Pizà Airas.