LA LOTERÍA *VIVA*
VIVA *LA LOTERÍA* MX
VIVA MÉXICO

BY CUEVAWOLF

HIGH-END DIGITAL PHOTOGRAPHY
LIMITED EDITION OF 15
2018

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LA LOTERÍA VIVA; THE MEXICAN LOTERÍA GAME MADE WITH PEOPLE & REAL OBJECTS

BY CUEVAWOLF

VIVA LA LOTERÍA MX IS THE FIRST PHOTOGRAPHIC SERIES IN THE HISTORY OF MEXICO OF THE, ORIGINALLY ILLUSTRATED, MEXICAN LOTERÍA GAME THAT REVIVES THIS PRECIOUS TRADITION BY LITERALLY BRINGING THE GAME TO LIFE IN A CONTEMPORARY WAY.

THE COLLECTION OF 54 PHOTOGRAPHS THAT COMPOSES THIS SERIES, OFFERS A NEW PERSPECTIVE BY HUMANIZING THE FAMOUS GAME CREATED DURING COLONIAL TIMES 250 YEARS AGO. CUEVAWOLF'S SERIES PAYS HOMAGE TO MEXICO AND CONVEYS HER VISION OF A CONTEMPORARY MEXICO BY OPENING AN ARTISTIC WINDOW THAT REVEAL MANY OF THE ICONS OF MEXICAN CULTURE, THEIR HISTORY, AND CULTURAL RELEVANCE. THE ARTIST'S REVIVAL PRESERVES THE CHARACTERS AND ORIGINAL OBJECTS, INCLUDING THEIR NOMENCLATURE; AND WHILE KEEPING THE ESSENCE OF THE GAME, SHE ALSO OPENS UP A DIRECT DIALOGUE BETWEEN THE PAST AND THE FUTURE TO REFRESH AND CHALLENGE TRADITIONAL IDEAS WHILE EXPOSING MODERN PERSPECTIVES. THIS DIALOGUE INVITES US TO REFLECT ON THE CONCEPT OF MEXICANITY–SEEKING TO DEMYSTIFY AND MODERNIZE FOLKLORE WITHOUT SACRIFICING ITS ESSENCE. THIS IS ACHIEVED BY CHANGING THE ORIGINAL ILLUSTRATIONS FOR HIGH-END PHOTOGRAPHS WITH A CONTEMPORARY, COSMOPOLITAN AESTHETIC; FULL OF COLOR, LIGHT AND LIFE. AND EVEN THOUGH THE SYMBOLS OF THE PAST MAY STOP SHIMMERING UNDER THE MODERN SPOTLIGHT, IN CUEVAWOLF'S REVIVAL, WE DON'T FIND YESTERDAY'S SHADOWS, BUT NEW FIGURES THAT SPEAK WITH TODAY'S VOICE. CUEVAWOLF'S WORK DOES NOT ONLY ADDRESS AESTHETIC CHANGES, BUT SOCIAL ONES AS WELL BY CHANGING SOME ORIGINAL MALE SUBJECTS FOR WOMEN WITH THE PURPOSE OF QUESTIONING SAID GENDER ROLES AND TO BRING ATTENTION TO THE FLUIDITY WE HUMANS ARE CAPABLE OF.

THIS SERIES OF PHOTOGRAPHS OFFERS AN ESCAPE TO A WORLD THAT EXISTS BETWEEN REALITY AND FANTASY, AND JUST LIKE MEXICO, IT EVOKES A STRONG FEELING OF MAGICAL REALISM.IF FOR CENTURIES THE GAME OF LOTERIA HAS SERVED AS A SYMBOL OF A TRADITIONAL MEXICO, VIVA LA LOTERÍA MX IS CUEVAWOLF'S ANSWER TO THE QUESTION: WHAT DOES IT MEAN TO BE MEXICAN?

CUEVAWOLF CREATED THIS SERIES OVER THE COURSE OF TWO YEARS.

EXHIBITIONS

- **LA LOTERÍA VIVA**, SUPERFINE! ART FAIR, LOS ANGELES, 2020
- **LA LOTERÍA VIVA**, THE OTHER ART FAIR, NEW YORK, 2019
- **LA LOTERÍA VIVA PREMIER**, MEXICO NOW FESTIVAL, NEW YORK, 2019

LA LOTERÍA VIVA; EL JUEGO DE LA LOTERÍA MEXICANA HECHA CONPERSONAS Y OBJETOS REALES

POR CUEVAWOLF

VIVA LA LOTERÍA MX ES LA PRIMERA SERIE FOTOGRÁFICA DEL JUEGO DE LOTERÍA MEXICANA, ORIGINALMENTE ILUSTRADO, EN LA HISTORIA DE MÉXICO QUE REVIVE ESTA PRECIOSA TRADICIÓN AL LITERALMENTE DARLE VIDA DE UNA MANERA CONTEMPORÁNEA.

LA COLECCIÓN DE 54 FOTOGRAFÍAS QUE COMPONEN ESTA SERIE OFRECE UNA NUEVA VISIÓN AL HUMANIZAR EL ICÓNICO JUEGO Y A TRAVÉS DE ELLA, CUEVAWOLF, REFLEJA SU VISIÓN DE UN MÉXICO CONTEMPORÁNEO. CON ESTA SERIE, LA ARTISTA HACE UN HOMENAJE A MÉXICO Y ABRE UNA VENTANA ARTÍSTICA PARA REVELAR MUCHOS DE LOS ÍCONOS DE LA CULTURA MEXICANA, SU HISTORIA Y RELEVANCIA CULTURAL. EL JUEGO ORIGINAL FUE CREADO DURANTE LA ERA COLONIAL, HACE 250 AÑOS. LA REINTERPRETACIÓN DE CUEVAWOLF PRESERVA LOS PERSONAJES Y OBJETOS ORIGINALES, INCLUYENDO SU NOMENCLATURA; Y AL MANTENER LA ESENCIA DEL JUEGO, TAMBIÉN ABRE UN DIÁLOGO DIRECTO ENTRE EL PASADO Y EL FUTURO PARA REFRESCAR Y DESAFIAR LAS IDEAS TRADICIONALES Y EXPONER IDEAS MODERNAS. ESTE DIÁLOGO NOS INVITA A REFLEXIONAR EN EL CONCEPTO DE MEXICANIDAD–BUSCANDO DESMITIFICAR Y MODERNIZAR EL FOLKLORE SIN SACRIFICAR SU ESENCIA. ESTO SE LOGRA AL CAMBIAR LOS DIBUJOS ORIGINALES POR FOTOGRAFÍAS CON UNA ESTÉTICA CONTEMPORÁNEA Y COSMOPOLITA; LLENAS DE COLOR, LUZ Y VIDA. Y AUNQUE BAJO EL REFLEJO DE LA MODERNIDAD, LOS SÍMBOLOS DEL PASADO PUEDEN DEJAR DE BRILLAR, EN LA REINTERPRETACIÓN DE CUEVAWOLF NO ENCONTRAMOS LAS SOMBRAS DEL AYER, SINO NUEVAS FIGURAS QUE HABLAN CON LA VOZ DEL HOY. EL TRABAJO DE CUEVAWOLF NO SÓLO REFLEJA CAMBIOS ESTÉTICOS, SINO TAMBIÉN SOCIALES. EN IMÁGENES COMO EL MUNDO, LA VALIENTE, Y LA DIABLITA, LA ARTISTA JUEGA CON LOS ROLES DE GÉNERO AL CAMBIAR LOS SUJETOS MASCULINOS ORIGINALES POR MUJERES– CON EL PROPÓSITO DE CUESTIONAR DICHOS ROLES SOCIALES Y HACERNOS CONSCIENTES A LA FLUIDEZ DE LAS QUE LOS HUMANOS SOMOS CAPACES.

ESTA NOTABLE SERIE FOTOGRÁFICA OFRECE UN ESCAPE A UN MUNDO QUE EXISTE ENTRE LA REALIDAD Y LA FANTASÍA, Y AL IGUAL QUE MÉXICO, EVOCA UNA FUERTE SENSACIÓN DE REALISMO MÁGICO. SI, AL CABO DE LOS SIGLOS, EL JUEGO DE LA LOTERÍA MEXICANA HA SERVIDO COMO SÍMBOLO DE UN MÉXICO TRADICIONAL, VIVA LA LOTERÍA MX ES LA RESPUESTA DE CUEVAWOLF A LA PREGUNTA: ¿QUÉ SIGNIFICA SER MEXICANO?

CUEVAWOLF CREÓ ESTA SERIE EN EL TRANSCURSO DE DOS AÑOS.

EXHIBICIONES

- **LA LOTERÍA VIVA**, SUPERFINE! ART FAIR, LOS ANGELES, 2020
- **LA LOTERÍA VIVA**, THE OTHER ART FAIR, NEW YORK, 2019
- **LA LOTERÍA VIVA PREMIER**, MEXICO NOW FESTIVAL, NEW YORK, 2019

1. EL GALLO

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50.8 x 76.2 cm

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11. EL MELÓN

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14. LA MUERTE

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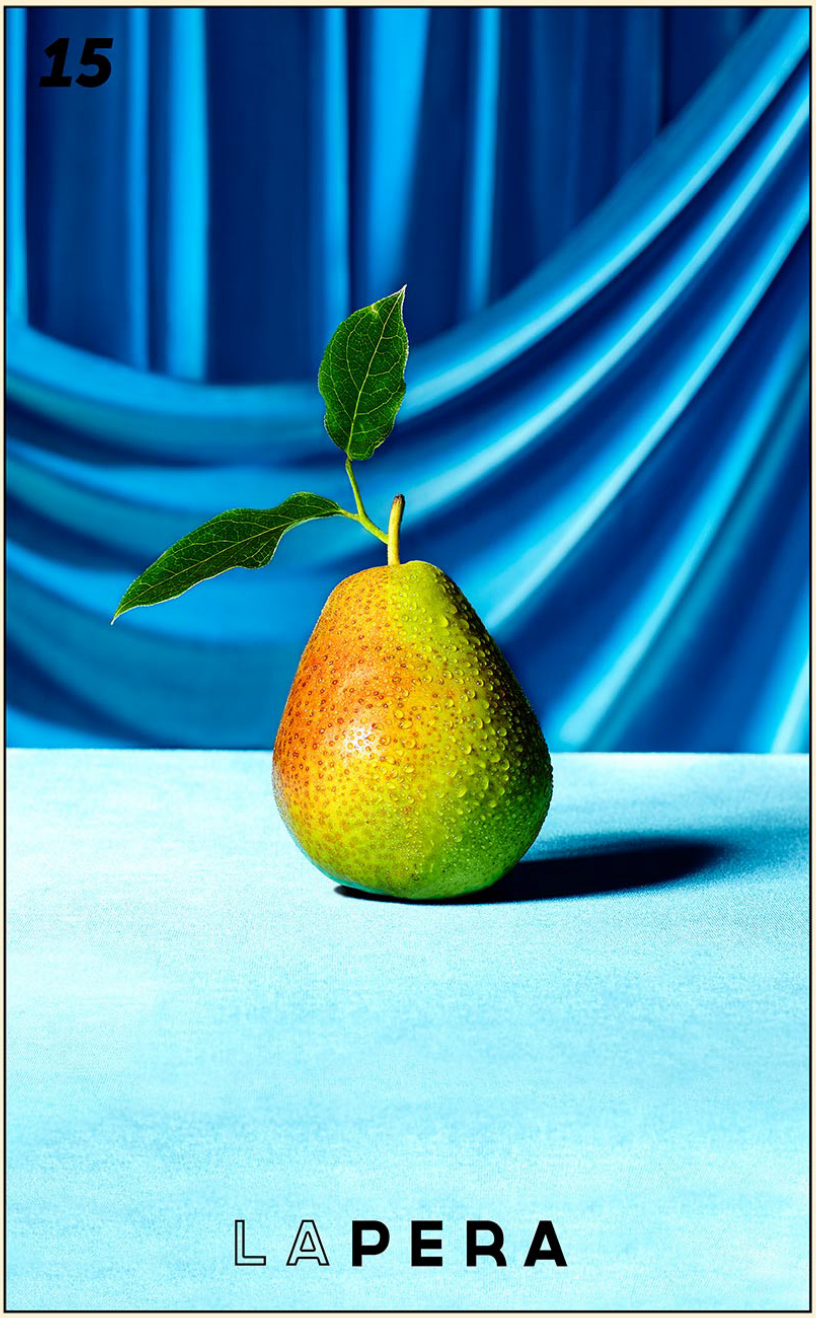

15. LA PERA

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16. LA BANDERA

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17. EL BANDOLÓN

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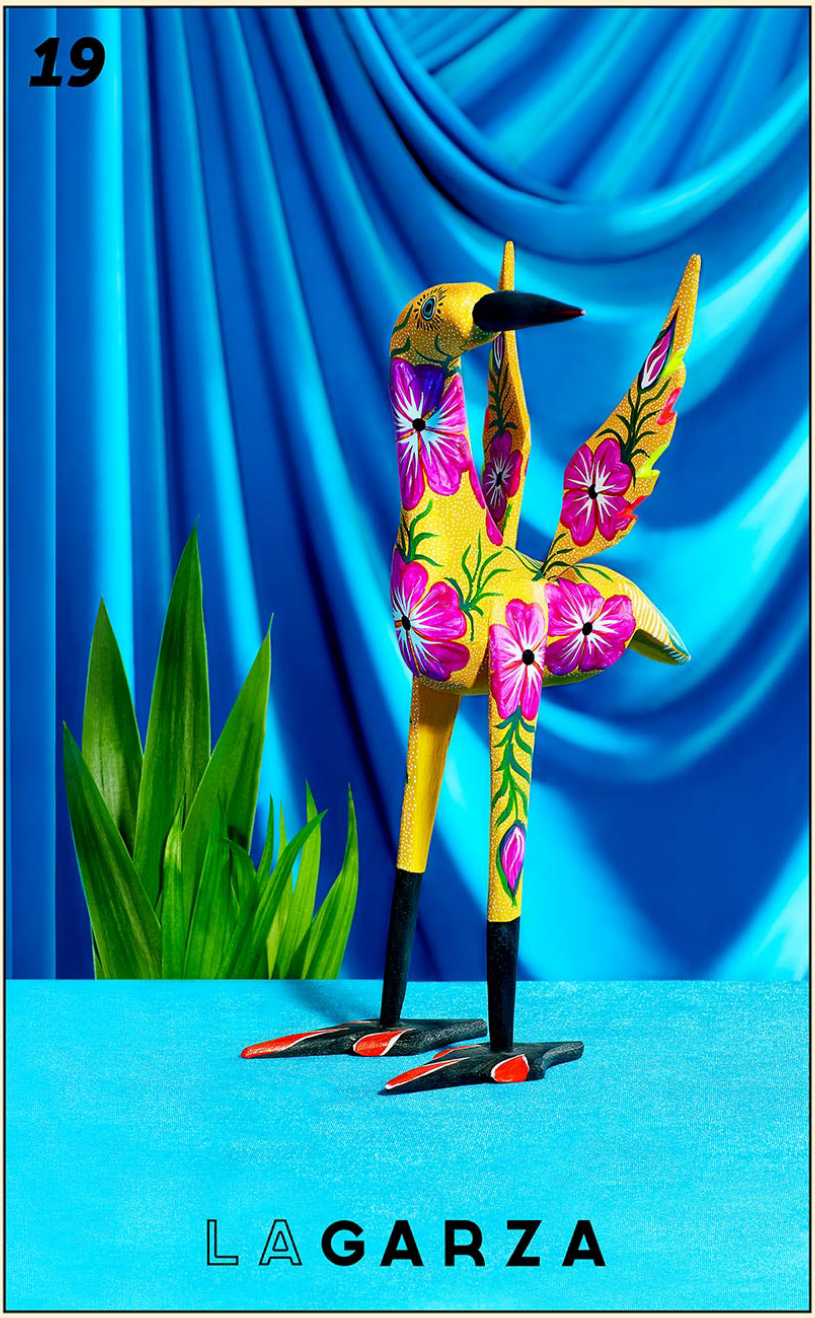

19. LA GARZA

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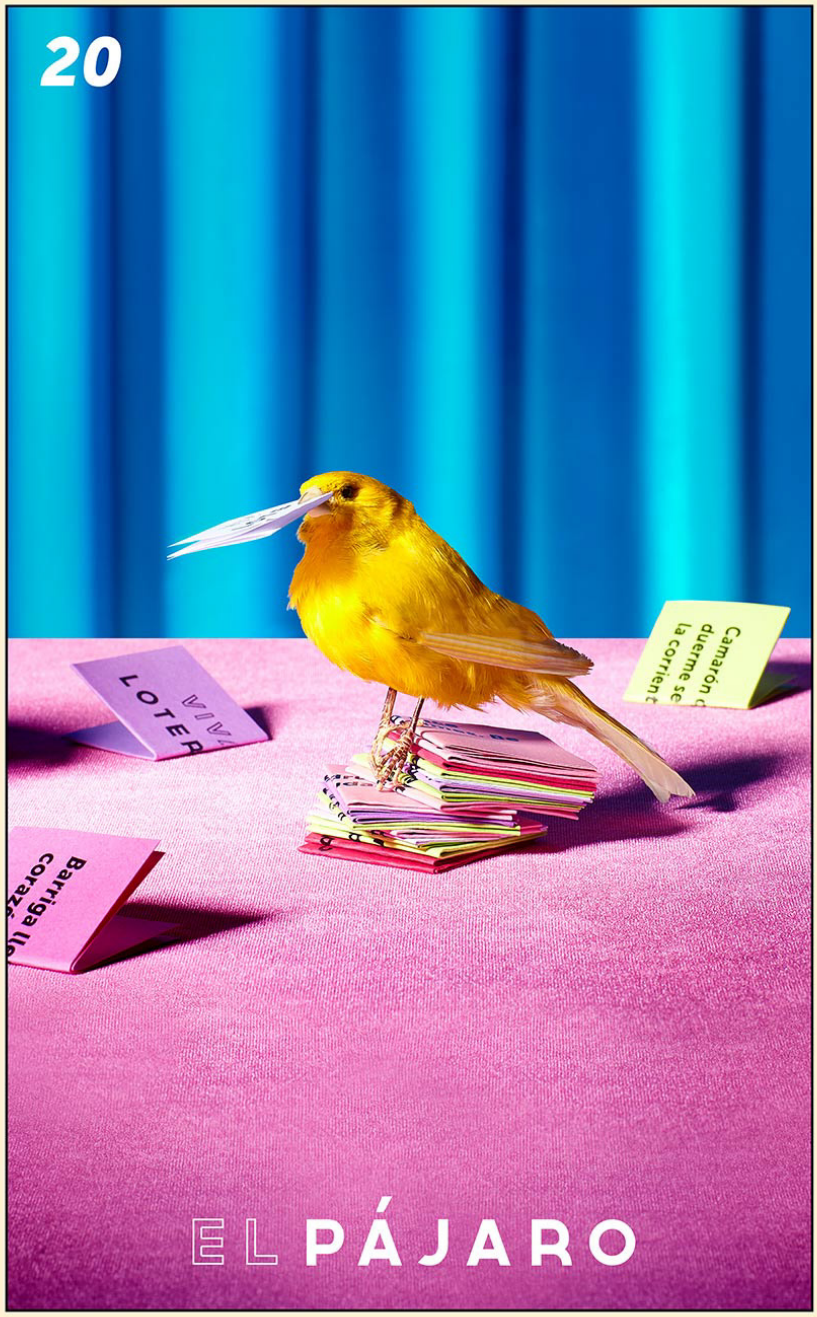

20. EL PÁJARO

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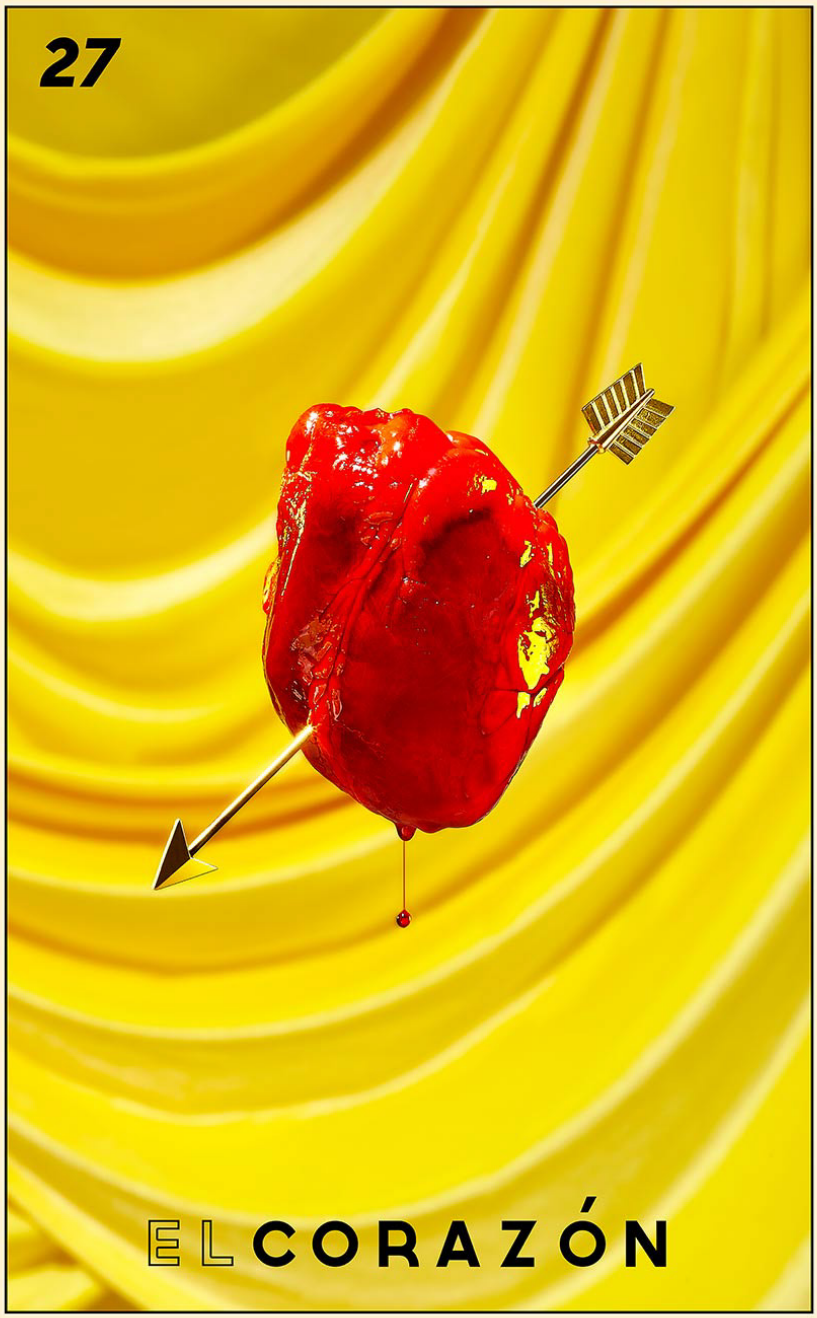

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28. LA SANDIA

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29. EL TAMBOR

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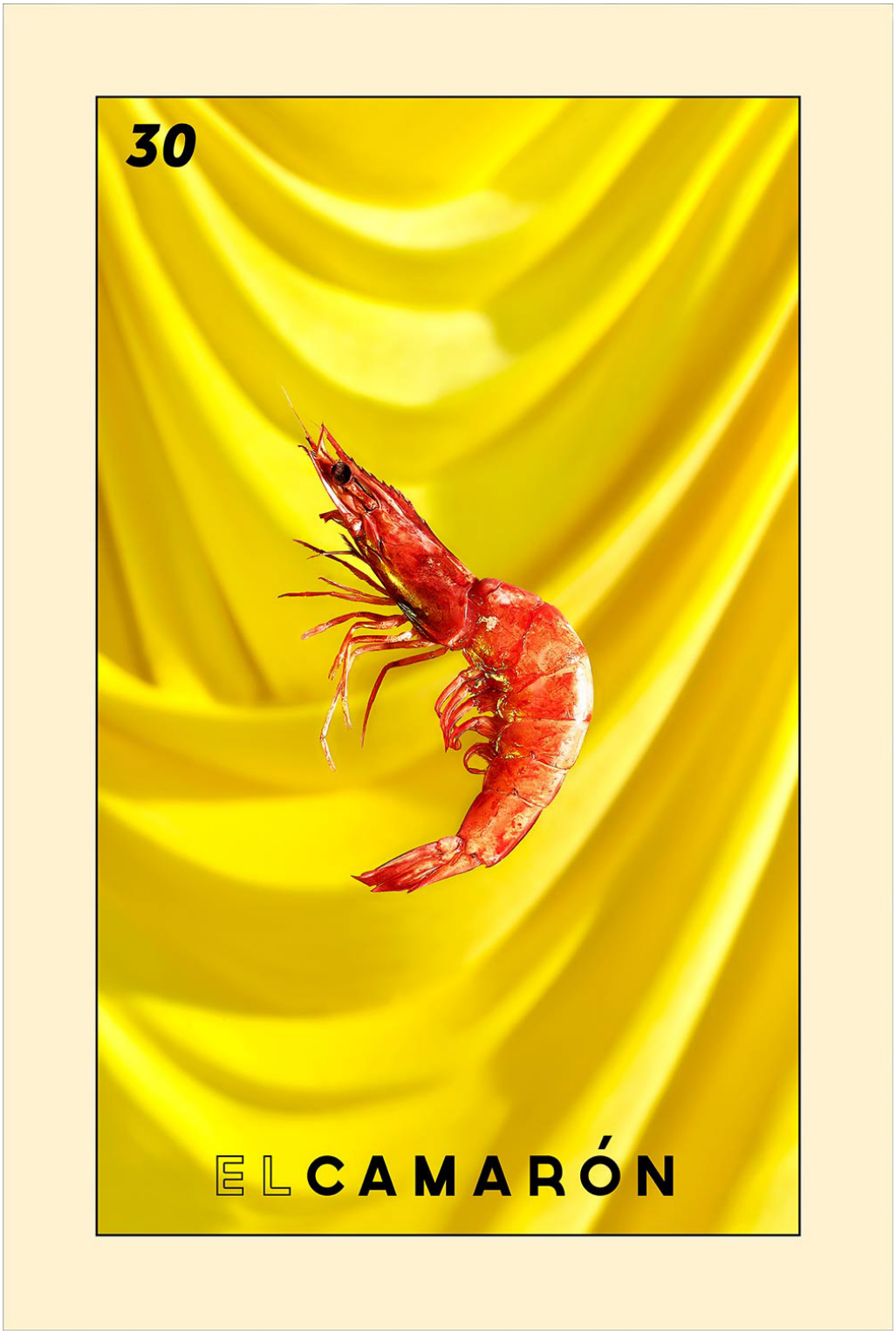

30. EL CAMARÓN

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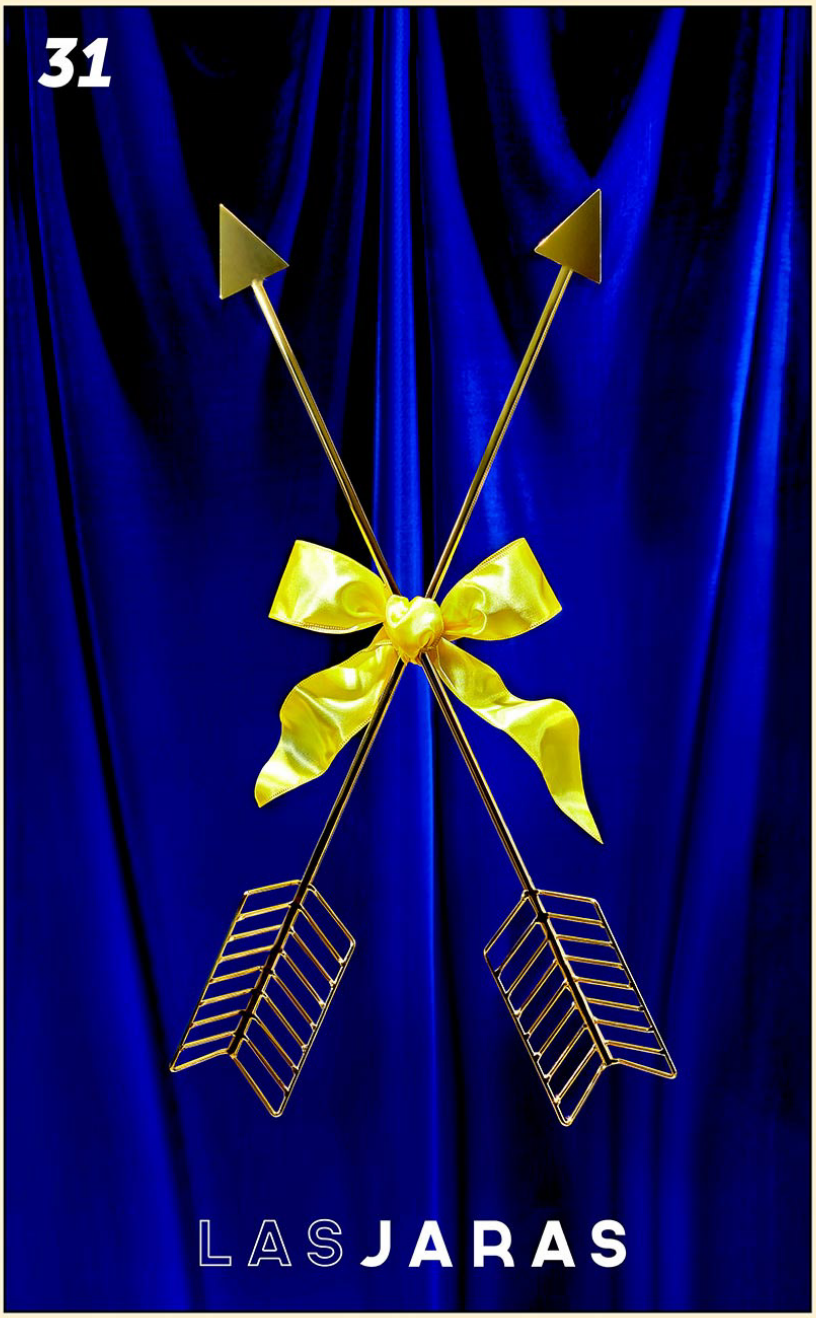

31. LAS JARAS

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33. LA ARAÑA

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34. EL SOLDADO

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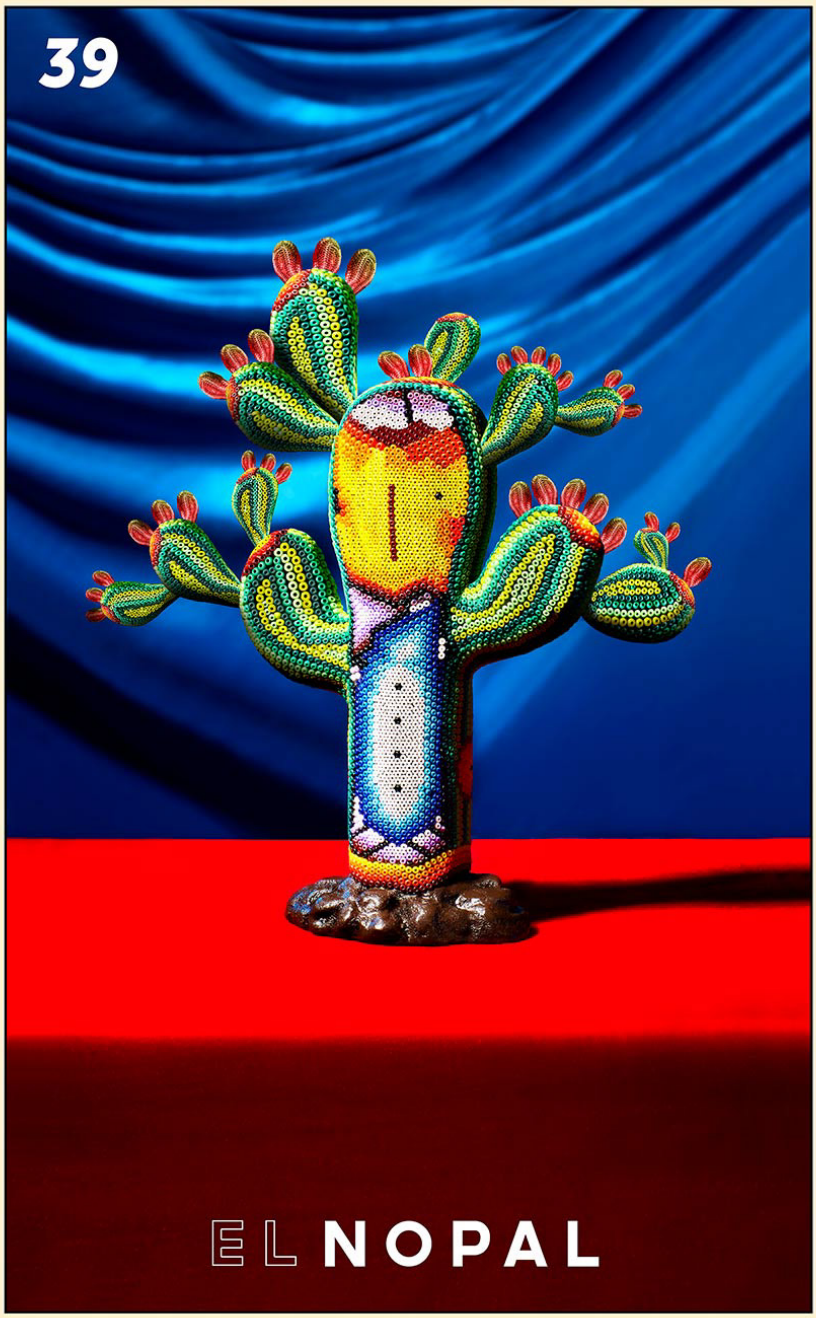

39. EL NOPAL

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41. LA ROSA

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43. LA CAMPANA

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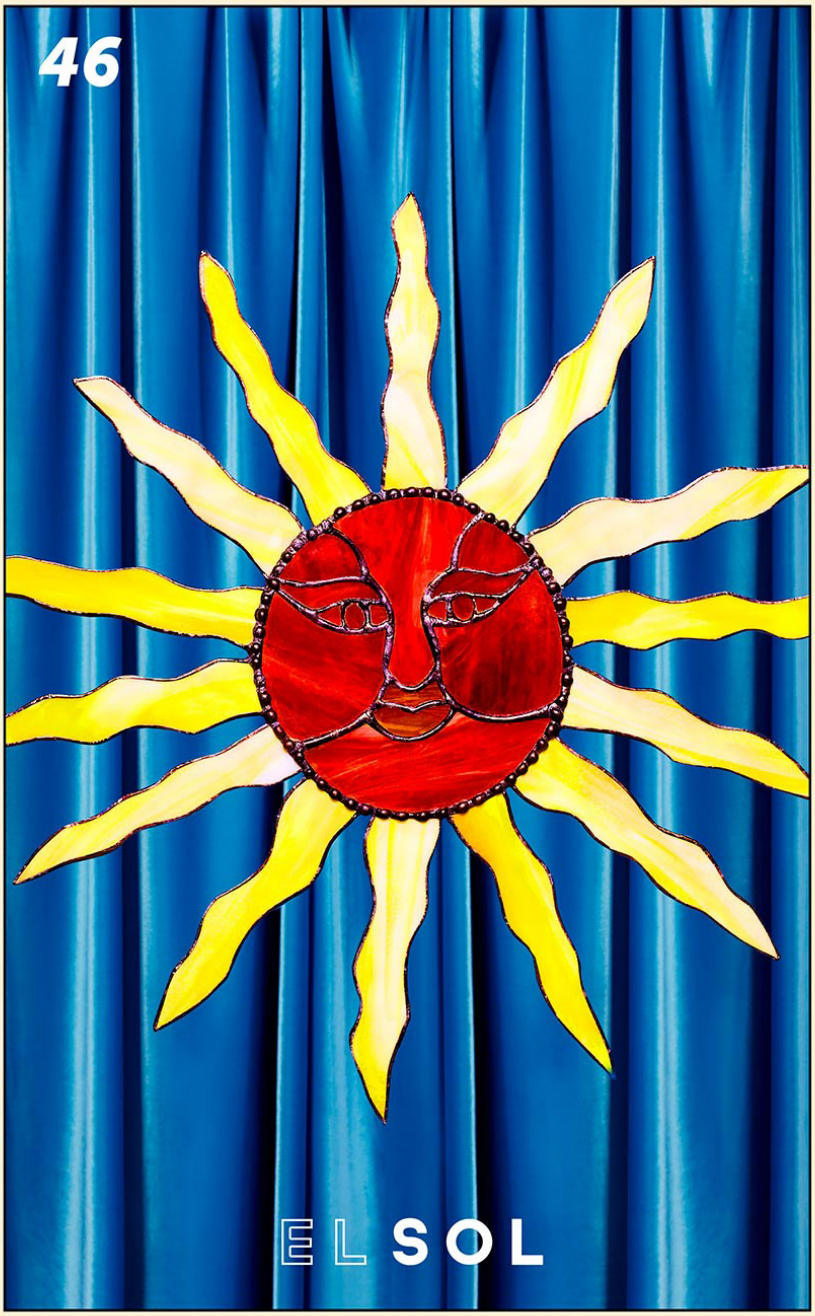

46. EL SOL

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48. LA CHALUPA

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49. EL PINO

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50. EL PESCADO

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52. LA MACETA

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53. EL ARPA

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54. LA RANA

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2
LADIABLITA
NE
TRAVAILLEZ
JAMAIS

14
LA MUERTE

19
LA GARZA

40
ALACRÁN

13
EL GORRITO

18
EL VIOLONCELLO

¡VIVA LA LOTERÍA MX!
EL GALLO

EL CORAZÓN
LA ESCALERA
LA BOTELLA

28
LASANDÍA

6
SIRENA

29
TAMBOR

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LA DAMA
4
EL CATRÍN

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LA ARAÑA
30
EL CAMARÓN
19
LA GARZA
LA RANA
¡VIVA LA LOTERÍA MX
EL GALLO
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EL PÁJARO
24
EL COTORRO
40
EL ALACRÁN
45
EL VENADO

35
LA ESTRELLA
42
LA CALAVERA
22
LA BOTA
47
LA CORONA

42
LA CALAVERA
PICASSO
WOOL
Lalanne

PRICING — FRIENDS AND FAMILY

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L A WEEKLY, La Loteria Viva by Cuevawolf at Superfine! Art Fair, February 8, 2020

LOS ANGELES BL ADE, La Loteria Viva by Cuevawolf at Superfine! Art Fair, January 29, 2020

BEDFORD AND BOWERY, La Loteria Viva by Cuevawolf, November 12, 2019

THE BRADLEY SHOW, La Loteria Viva tasing funds for Immigrant families, November 2, 2019

CANVAS SAATCHI ART, BK; meet Andrea Cueva aka Cuevawolf, October 19, 2019

MÁS DE MX, La Loteria Viva: una celebración contemporánea de nuestra cultura popular May 30, 2019

BRUT MEXICO, La Loteria Mexicana convertida en realidad, October 15, 2019

EL NORTE, SIERRE MADRE, Andrea Cueva crea su propia lotería, November 30, 2018

HOTBOOK, El primer juego de lotería con personas y objetos reales, November 29, 2018

DOMESTIKA , Viva la lotería MX: tradición mexicana y fotografía, November 29, 2018

REFORMA , Crea en NY su propia lotería, November 29, 2018

ALL CIT Y CANVAS, La lotería mexicana reinventada a la realidad por Cuevawolf, November 27, 2018

MINIONDAS, Lotería humana: artista mexicana la hizo posible, November 27, 2018

CANAL 44, "Viva la lotería", el proyecto que reinterpreta la lotería mexicana con personas y objetos reales, November 25, 2018

SINEMBARGO.MX, "Viva la lotería", el proyecto que reinterpreta la lotería mexicana con personas y objetos reales, November 25, 2018

FACTOR NOTICIA , La lotería de México reinterpretada con personas y objetos reales, November 21, 2018

VICE, La lotería mexicana reinterpretada con personas y objetos reales, November 21, 2018

MILENIO, Artista mexicana reinventa la lotería, November 18, 2018

MILENIO, Artista plástica actualiza el juego tradicional, November 18, 2018

BAJOPAL ABRA , Artista recrea lotería mexicana con figuras humanas; mira como luce, November 18, 2018

UNO MAS UNO, Lotería humana, November 18, 2018

MILENIO, Lotería humana: artista mexicana la hizo posible, November 17, 2018

EL BIG DATA, Lanzan Lotería humana para resaltar valores de Mexico en el mundo, November 17, 2018

ST YLE GONZALEZ, Viva la lotería #BTS, October 16, 2018

CHIC MAGAZINE MONTERREY, Pasion por Mexico, October 3, 2018

BUZZFEED, This Mexican Artist Created the Mexican Lotería ILR (!!!), October 1, 2018

PL AYERS OF LIFE, Artista regia recrea a los personajes de la Lotería Mexicana, October 30, 2018

VANGUARDIA MX, La artista mexicana Cueva Andrea trae el juego de la Lotería a la vida, September 27, 2018