

“The Jesus Project”

Project Description

In “The Jesus Project” I will document with video and compilation of the posting and responses from classified advertisement that I will place in local newspapers such as: NOW magazine, EYE magazine and The Toronto Star. The calling will be for painting subjects who look like Jesus and/or feel an affinity to his persona. Regardless of sex, religion, or color, I will choose and cast the random number of 9 candidates on video and have them answer a small questionnaire. The questionnaire will focus on why they believe they have this affinity, and how they related to the particular image they will chose to pose for it. I will then paint each one of them into 9 biblical scenes from the life of Christ. Some of those images will be:

- The Flagellation of Our Lord Jesus Christ
- The Incredulity of St. Thomas
- The resurrection of Jesus Chi

What is the objective of “Jesus Project.”

To create a body of work that reflects my closed environment and the views of my interviewees regarding the iconography of Jesus Christ and expose how these views have effected them to an extent that they would want to participate in a project like this. By doing so I mean to explore my perspective on over colonization and its use of religion as a tool to modify and gentrify society. From this, I will make a study in “Pintura Flamenca,” which will help me to produce a body of work that will be influenced by the realism of the renaissance, but placed within a contextual creation and a contemporary experience of it.

Subject Matter

This project aims to look at how through time, the iconography, politicization and ideologies of Jesus Christ have been institutionalized. I want to explore how Catholicism, as an old and rusted religion, uses the same old methodology to diffuse and manipulate social spirituality and behavior by popularizing Jesus Christ iconography in order to profit and maintain control.

Spain as we know it today was united through the Catholic religion, expelling Moors and Jews from the Iberian Peninsula based on the same ideology that was used in the conquest against Mexico where they killed gods and destroyed cities.

The overt Catholic environment in modern day Spain and the way religion is reflected in museums and social history influenced me while I was there. This was the same history that was imposed on Mexico, where I was raised in an extremely religious environment.

I am interested in producing this body of work that is the result of the combination of these influences and perspectives in order to open a dialogue on modern conceptions of Jesus Christ and then to reframe the iconography that surrounds him.

Artistic Approach

Stylistically, I will use elements of *Pintura Flamenca* and that of my own which has developed with time. My artwork style is fantastic realism, I often use elements such anatomy, still life compositions, organic shapes, and symbolism related to Mexican native culture. On this project I will incorporate these elements into both the video and the painting. On the video I will do it by collage and experimental editing process and the painting by using mixed media.

In Spain I learned that *Pintura Flamenca* is the painting style developed in Spain's renaissance between 15th and 16th centuries during the kingdom of "Los Reyes Catolicos" (The Catholic Kings). As the official style of the church and royal court, which involved the assimilation of different elements from the Italian Renaissance. This style was based on realistic portraits, bright colors and particular details with dark solid backgrounds. Its symbolisms often used animals and nature within religious context to expose the evil presence in their scenes.

Alejandro Jodorowsky's 1973 film "The Holy Mountain" is one of my theoretical approaches to under take this project. The film uses a satirical approach to emphasize the need for a strong religious analysis of the colonial time in Latino America (Mexico). This project will be influenced by the way that Jodorowsky was able to speak about the process of Spanish colonization and its use of the image of Jesus.

Synopsis.

Nine portraits - Mixed media, oil paint on canvas and newspaper clipping

Nine videos - Interviews and painting process edit within a collage and experimental.

- The interviews and recording will be at the Tranzac Club, the editing will be at Trinity Square Video