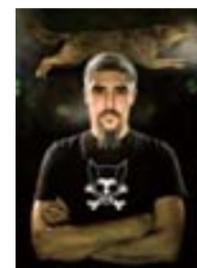
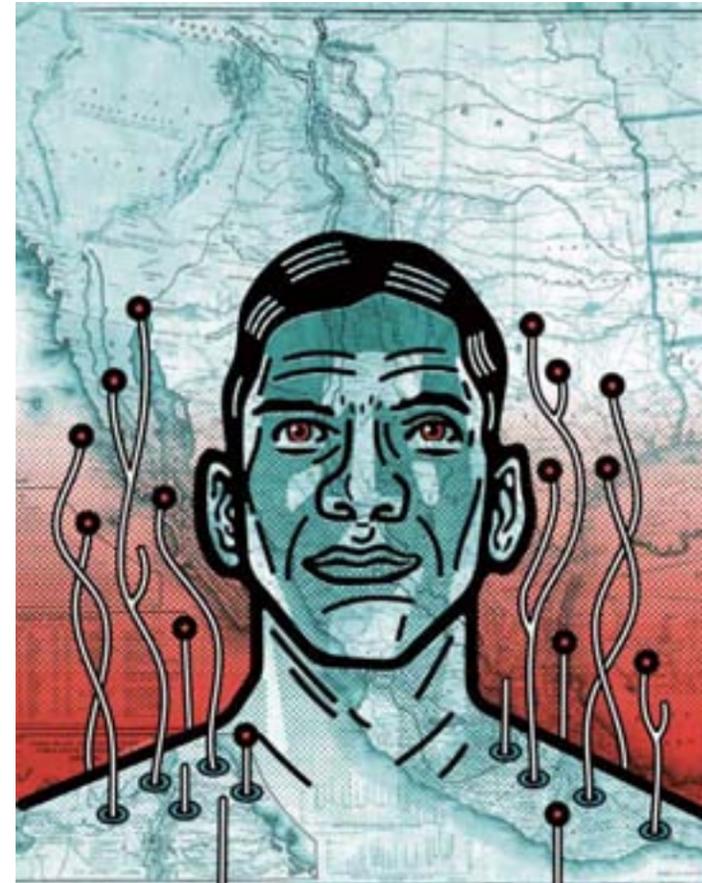




黯·粗線狂野

似乎在他的作品當中可以發現人類內心的另一種灰黯，利用粗獷線條勾勒出其複雜多變，百變的人們相互碰撞出屬於自己卻又是共同的世界，夜店人生的繁雜卻藉由 Jorge 所謂的普普風格呈現出另一種面貌。



Jorge Alderete

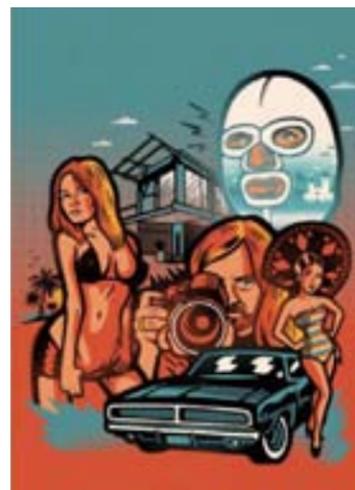
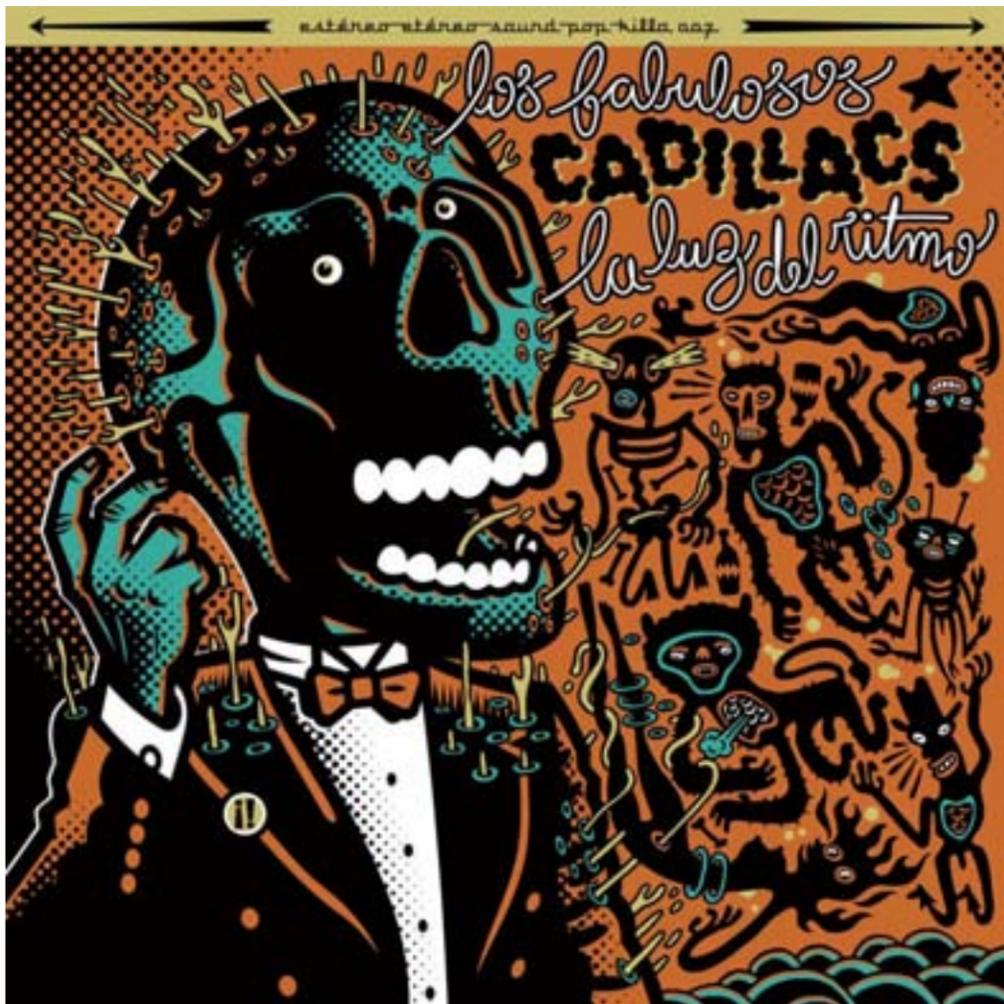
contacto@jorgealderete.com
www.jorgealderete.com

Jorge 是個插畫家，喜歡將垃圾文化、50年代的科幻片、摔角或是衝浪音樂的元素在其創作上，畢業於阿根廷的 La Plata 國立大學，專攻美術，之後擔任視覺傳達設計師。並曾為 MTV 和五分錢電影院擔任獨立動畫製作師，作品曾刊登至許多刊物，現在是 Isotonic Records 的負責人並致力於搖滾樂，且已成為一名插畫家，並為世界各地的出版社及媒體界創作。

Pop illustrator, who uses trash culture, 50's science fiction films, wrestling and surf music imagery in his psychotronic illustrations, animations and comics. He graduated from the School of Fine Arts in the Universidad Nacional de La Plata, Argentina, as a Designer in Visual Communication. He has worked for MTV and Nickelodeon as independent animator. His work has been published in several specialized anthologies for example: Illustration Now! and Latin American Graphic Design (Taschen); Illusive, Pictoplasma, Los Logos series, Latino, Play Loud, (Die Gestalten Verlag); Place (Actar); Tatto Icon 3 (Victinary); Iconography II (idN), Kustom Graphics (Korero Books) etc. etc. He is the co-owner of the independent record label Isotonic Records, specialized in instrumental rock.

From 2006 he is the curator of the Terraza space in the Cultural Center of Spain in Mexico. Recently he joins up with Clarisa Moura to open Vertigo Gallery a place with exhibits focused in desing and illustration, but also with workshops, courses, film and video, book and music store. Currently he mostly works as an illustrator, for different publishing and media ventures in Argentina, Mexico, Spain, United Kindom, USA, Finland, etc. He works in his lab at Mexico City.

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| 01 | 02 | 03 |
| 04 | 05 | 06 |
01. Delgado, Jessy Bulbo, Warpig and Fernando Telekimen - silkscreen over used poster
 02. Bitacora magazine cover - Mexico 2010
 03. Enter the Dragon - 3D silkscreen - personal work - Mexico 2010
 04. Lost Acapulco - Japan 2008 - CD Cover
 05. I am Hot - personal work - Mexico 2009
 06. Indifference - book illustration for Amnesty International - Mexico 2010



隨手可得的普普藝術

通常Jorge會使用鉛筆和紙來畫草圖，有時用毛筆在斜紋布上繪畫，之後掃描至電腦用CorelDRAW來勾勒出其線條並上色，通常都會再用Photoshop來增加一些效果來加強其作品的質感。Jorge不會特別定義自己的創作風格，因為他相信只要一直創作，那麼所謂的創作風格便會油然而生。而漫畫書、電影、音樂、所居住的城市、當地的人們、街道上的標誌或摔角海報對創作影響至深，尤其是墨西哥，因為他在那裡屬於外地人，有很多事物更能啟發靈感，像是人們沒注意到或是存有偏見的事物等等。對於普普藝術，Jorge反而有另一種詮釋，他相信普普藝術可以是貼在任何街道角落的一張海報、一個漢堡攤的標誌或是香菸盒的商標，藝術和大眾之間不需要中間人的傳遞，也不需要過多概念詳解，甚至不需要到美術館並能欣賞的作品，這才是真正能貼近人心的藝術。

dpi : What kind of materials, tools and techniques do you use for your works?

Jorge : Basically I start all my work with pencil and paper, sometimes I use some kind of brush-pen over a moleskin, nothing complicated, just something to catch and an idea on paper... then I scan the sketch and I work with CorelDRAW to trace the lines and make a basic color proposal and most of the times I finish the work in Photoshop to add some effect or texture.

dpi : How do you think your creating style?

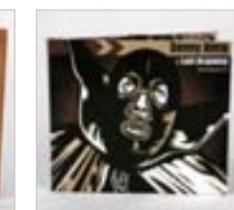
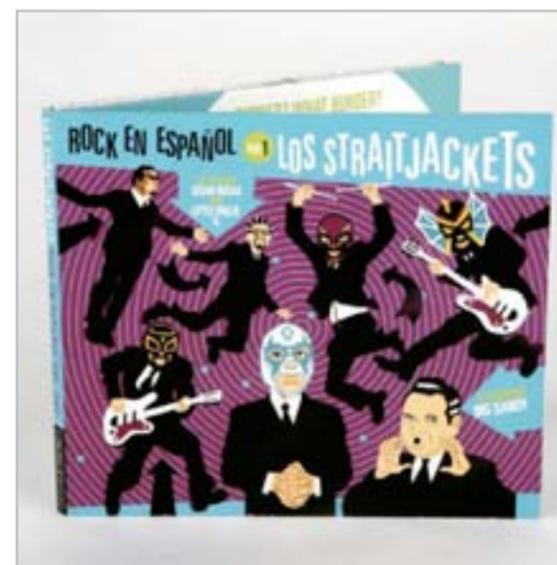
Jorge : I try to not worry about the style, I always believe that the style is going to find you if you are working all the time. In other hand I believe that the style is in some way the impossibility to do any other style, some kind of curse...

dpi : What's your inspiration from? And when you lived in Mexico, how do this country inspire you?

Jorge : Most of my influences come from comics (something between American underground and Europeans comics mixed with Argentinian authors from the 70's), the movies (classic horror movies from Universal to cheap sci fi movies from the 50's mixed with wrestler Mexican movies), the music (surf, instrumental rock, rockabilly, etc) And the place I live, I always try to be open to what happened around me, the people, the city, the hand sign letters in the streets, the wrestling poster, etc. In that way Mexico City where I live since 1998 is a really big influence in my work. As a foreigner I was able to be influenced for a lot of things that the people here don't look or have some prejudice about it...

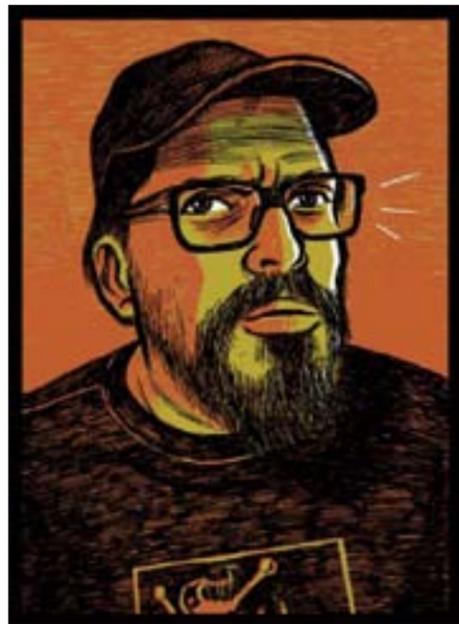
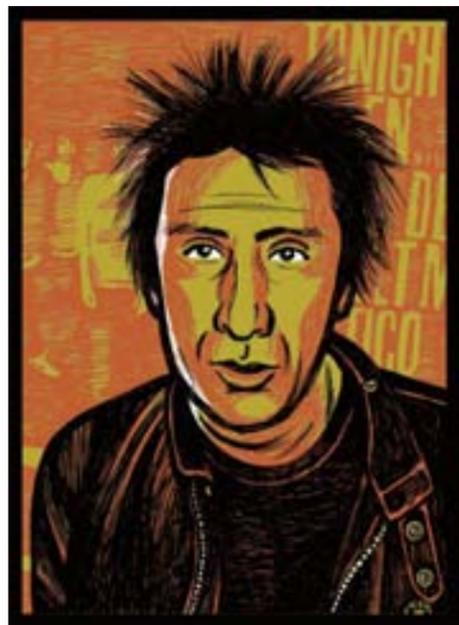
dpi : How do you define "Pop Art"? Who or which period influences you most?

Jorge : I never worry too much about the definitions..., maybe the Pop Art in an influence to me, but I understand what "Pop Art" means in a different way... I want to believe that pop art can be a poster with glue in any corner of the street, a sign letter of a hamburger stand, the label of a cheap cigarette packaging; Anything that you don't need any middleman between the art and the public, where you don't need any big explanation about it to catch the concept, a real popular art don't need any gallery (or, at least, the regular conception of what a gallery is) to be close to the audience.



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| 01 | 02 | 06 | 07 |
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| | 04 | 09 | 10 |
| | 05 | 11 | 12 |

01. Los Fabulosos Cadillac - Los Fabulosos Cadillac CD cover, Argentina 2008
02. Levitation - Vertigo gallery silkscreen - Mexico 2009
03. Viva Sitges - poster image - Spain 2010
04. CD Capello di Mariachi - Twin Tones, Capello di Mariachi CD cover, Mexico 2008
05. The Mutants - The Mutants, Death Cult CD cover, Finland 2005
06. Axolote - book illustration - Mexico 2010
07. The Hand of God - illustration for Football Heroes Book - Switzerland 2010
08. Rencontres du 9e Art - Festival de Bande Dessinee - Poster for BD festival - Aix en Provence - France 2010
09. Los Straitjackets - Los Straitjackets CD cover, USA 2007
- 10,11. Twin Tones - Twin Tones, Salon Chihuahua CD art, Mexico 2006
12. Danny Amis y Lost Acapulco - Danny Amis y Lost Acapulco CD cover, Mexico 2005



地下靈魂的混雜人生

Jorge為了慶祝旅居墨西哥10周年慶，“I am nobody”便是他回顧這10年來的一本創作，Jorge很常去一間Alicia的地下夜店，在那裡遇到很多朋友，所以他想用畫來詮釋這間夜店以及這些好朋友；因此蒐集了42幅他所稱之為nobody的肖像畫，書中的文字是由西班牙記者Bruno Galindo、墨西哥音樂家Warpig、以及美國平面設計師Gary Panter共同撰寫，其中一段文字如下：「這世界有很多充滿黑暗的房间，有許多焦躁不安的人們、吵雜的噪音、酒精味、菸草燃燒的味道，毒品或是性交，人們混雜且容易產生的對抗，而新舊傷疤便會不斷交替。幽默性感之人、怪人或是傻瓜每晚玩弄著那些髮飾及墨鏡，他們穿著破舊且裡外被絹印過的T恤。人們總是說企業其實是個短暫的社會型態，因為不穩定及不斷流動的分子會讓企業歷史難以長存，並呈現

出一種不可述說的糾纏，就像是一個隨波逐流的家族，儘管能讓人回味但卻無法讓人歌頌；幾個世紀過去了，但那種狂放不羈的性格也一直存在著；直到Jorge Alderete的出現，他決定開始捕捉Alicia夜店裡的群眾靈魂，並且把他們像蝴蝶標本般的釘在書裡讓人檢視，想成為他們的其中一員嗎？想成為一個具有價值的樣品嗎？快把握時間前來加入吧！」

dpi : Would you talk about your book "I am nobody" and share your conceptions with us?

Jorge : A few years ago, was my 10th anniversary in Mexico City, and I want to celebrate it. I start to thing in those 10 years and I realize that there is a place that I go there from the beginning... an underground club called Alicia where I spend a lot of time during the years, and where I meet a lot of my friends. So I decide to celebrate doing an exhibition and a book about my friends and about that place. The result was a collection of 42 portraits of "nobody", friends that I meet at this club in Mexico City during 10 years...The book and the exhibition was called "I am a nobody". The book also have texts from Spanish Journalist Bruno Galindo, the Mexican musician

Warpig and the American graphic artist Gary Panter (the godfather of punk art) who say: "There are a lot of hot dark rooms in the world, crowded with sweating people, pummeled by noise, fueled by alcohol and cigarettes, grass, drugs, and the possibility of sexual adventure; where mingle friendships and hostilities; old scars and new scrapes. Week after week the same valued humorists, sensuous creatures, crack-pots and bone-heads-- strange denizens who might sport angular hairdos and sunglasses at night and wear handmade rapidly disintegrating t-shirts, silk-screened over and over inside and out. The population of said establishment is a temporary community: an unstable molecule, in flux --almost always a lost history; a tangle of untold tales and faces. A family that drifted together and drifted away later--savored but uncelebrated. And so has it been for centuries. As Wild youth will go.

Until a friend of the troglodytes, Jorge Alderete, decided to capture the souls of the subterranean populace of his beloved Alicia and pin them like butterflies in this book for you to examine in a move to outfox time. And then he did. Are you lucky to be one of them? A valued specimen? Time is stumped"

朝著夢想潛進

剛完成的作品都會成為Jorge的最愛，他會盡力於每件作品的過程，海報、CD、插畫或是任何出自於手下的作品，都曾經歷過那種被稱之為最喜愛的作品的歷程。Jorge的第一間設計藝廊“Kong”在兩年前停業，但是他和妻子接著開了一間新的畫廊“Vertigo”，佔地為之前的三倍而且能同時舉辦三個展覽，Vertigo這個有點像獨立文化的藝廊，展覽許多插畫或是設計的作品，像是個工作坊、影片室或是CD展示會等等，它是一個必要的獨立空間來展示許多的作品。而Jorge仍然致力於Isotonic Records，也為自己的展覽創作新作品以及有關復活島的新書創作，內容包括了藝術、圖示、人類學、民族學和歷史，而下一本書可能就是探討復活島上的拉帕努伊人，這可是他的創作夢想呢。

dpi : Which work is the most favorite or the most special for you? Would you please share with us the work and the reason as well?

Jorge : I have not really a favorite work, the last one I made always is my favorite... then I start to work in other one and this is my new favorite... I try to really go into the job, really involve with any poster, cd artwork, illustration or anything I made... so, for me all of them were my favorites in some moment...

dpi : You open "Kong" which is the first design store and gallery in Mexico. Have you faced any difficulty? And do you have any expectation of this gallery?

Jorge : Kong was a great project that we close 2 years ago... then, as a continuation of that, a necessary next step, my wife Clarisa and I open a new place (a year ago) called Vertigo (www.vertigogaleria.com). Is 3 times bigger than Kong, and now we have more room for 3 exhibitions at the same time (mostly illustration and design exhibitions), workshops and classes, cinema and video projections, showcases and cd release presentations of the best of independent scene, book presentations, it's also a design objects, records and book store ... Vertigo is a gallery but more like an independent cultural center in some way. And yes of course isn't an easy thing to do,

but we believe it's necessary, because the cultural spaces aren't sufficient, because we are obstinate lovers of the generation of projects, to show what we like, to annoy with new things...

dpi : Is there any new project on-going now? And what's your next creating plan in the future?

Jorge : I'm still working with my record label Isotonic Records that we started 10 years ago... I start to work in a book about my art, the first one, with the English publisher Korero. Also I'm working on a new personal work an exhibition and a book about Easter Island, something between art, pop icons, anthropology, ethnology and history... and my dream is to have a show in the island this year or maybe the next one to share the result in first instance with the people of Rapa Nui. **dpi**

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| 01 | 02 | 04 |
| | 03 | 05 |
| | | 06 |
01. The cover of I am a Nobody digital illustration
 02. Aknez - ink pen + digital color
 03. Gulli Damage - ink pen+digital color
 04. Sabu Explosivo - ink+brush+digital color
 05. Arturo Tranquillino silkscreen over used poster
 06. Dr. Alderete selfportrait - digital illustration