

Alejandro Ruiz

Visceral Matter



Interaction Card



Name Exchange

Choose an exhibits and give it a name.

Share the name with someone and ask them to rename it.

Discuss the differences in your naming choices.



Emotion Discussion

Try on one of the exhibited objects and think of an emotion it conveys.

Find someone and discuss the emotion with them, explaining why the jewellery makes you feel that way.

Listen to their thoughts and feelings about the same piece.



Gesture Interpretation

Choose one of the exhibited objects and create a gesture or movement inspired by it.

Show your gesture to someone and ask them to interpret it or create their own gesture.



Pose Together

Try on one of the pieces of jewellery and find someone to pose with you.

Take a picture together.



Reflective Writing

Bring a chair in front of an exhibit and take a piece of paper and a pen. Sit and write down your immediate thoughts and feelings about it.

Share your reflections with another visitor.



Interesting Facts About Silicone

The touch of silicone can create the same hormonal reaction as the touch of skin.

Hormonal Reactions

Oxytocin Release: Physical touch with human skin can stimulate the release of oxytocin, often referred to as the "love hormone" or "cuddle hormone". Oxytocin plays a role in social bonding, reducing stress, and promoting feelings of well-being.

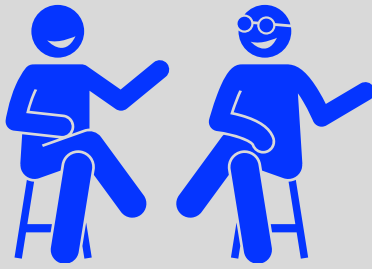
Stress Reduction: Touch has been shown to reduce cortisol levels, the hormone associated with stress. Silicone's skin-like properties can potentially mimic this effect, providing comfort and reducing anxiety.



The Artist is Present

The artist is present in the
exhibition space.

Approach them, ask questions
about the work, the process, the
concept, or about how they feel
being in this space.



The Curator is Present

The curator is present in the space. Approach her and start a conversation about her curatorial concept, tools and decisions she made.

Share your thoughts about the exhibition with her.



Did you know...

...that Vica Gabor (the curator of this exhibition) is a jewellery designer herself? Her curatorial approach is based on her experience while exhibiting as a practising jewellery designer, and she dedicated her Curatorial Practice master's course to research how she could use non-typical curatorial tools in the cultural space.

Would you like to share this new knowledge with another visitor?

Could you become the guide of the exhibition for a few minutes?



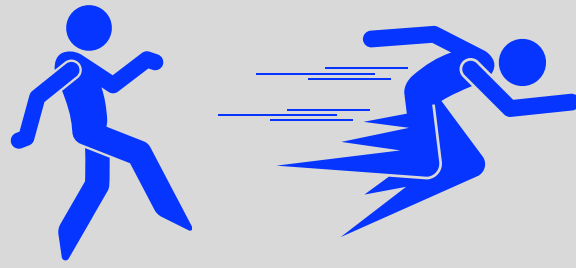
Become a Live Speaking Model

Stand beneath one of the hanging neckpieces for five minutes. If someone approaches, explain the technique used to create the piece:

Alejandro first creates 3D designs that combine shapes from relaxation tools, teething toys, and sex toys.

By merging elements of these existing objects, they generate new shapes, which are then 3D printed. From these plastic 3D prints, Alejandro creates a cast and pours liquid silicone into it.

Once the form is complete, it requires a few layers of paint to achieve the final look.



Slow and Fast Exploration

Go around the space very fast.
Then, on your next circle, go very
slowly.

Every step is slow and controlled,
every glance is focused. Look at
the pieces with this slow-motion
speed.

***What do you feel? What is the
difference?***



Favorites and Dislikes Exploration

Find the piece which is your favourite and find one which is your least favourite.

What makes the difference? Can you explain it to someone in the space?



Spatial Dynamics

Observe the interaction between the jewellery pieces and the surrounding space.

How does the placement of each piece influence your movement through the exhibition?



Share a Story or Poem

Stand beneath one of the hanging neckpieces and tell a story or a poem, no matter how short or long.

Use any language you like.

Repeat it again.



Feel the Jewellery

Hold one of the exhibits in your open palms.

Close your eyes.

What do your palms feel?

How does the jewellery feel when you are holding it?



From Afar to Up Close

Look at one of the exhibited objects from the farthest point possible, then go as close as you can to it.

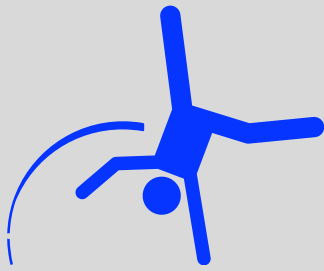
Tell someone about your experience.



Shared Silence

First, find another visitor. Then, sit in silence with them for two minutes, both of you observing a piece of jewellery.

Discuss what you both experienced afterwards.



Reflective Pose

Stand in front of one of the exhibited objects and assume a pose that reflects how it makes you feel.

Hold the pose for a minute and then discuss the experience with someone.



Wear and Discuss

Choose one of the exhibited
jewrlleries and try it on.

**Walk around the exhibition space
while wearing it.**

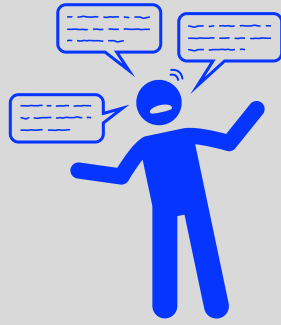
Can you initiate a conversation
with someone about the piece you
are wearing?



Jewellery as Art

Stand in front of a jewellery.

Is this art? Is this design? Craft?
How would you describe this
work?



Curatorial Intent

Reflect on the exhibition space and layout. What curatorial decisions do you notice?

How do these choices impact your experience and perception of the jewellery?

Would you like to share your thoughts?



Create your own instruction card for the exhibition.

Write down an engaging activity or thought-provoking task.

Once you're done, pass it on to another visitor and see how they respond!

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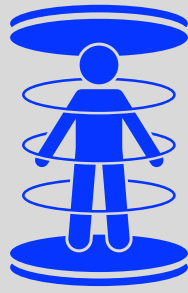
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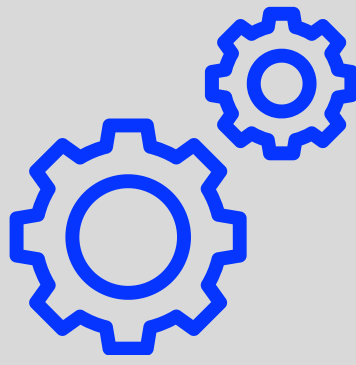


Change Your Perspective

Have you ever experienced that while you are in the present moment, what is happening with you or what surrounds you does not seem important, but only when you leave that space and time you understand its importance?

Try to be here in this present space and then try to look back at this from an imagined future, when this experience is over.

Are you able to change your perspective?



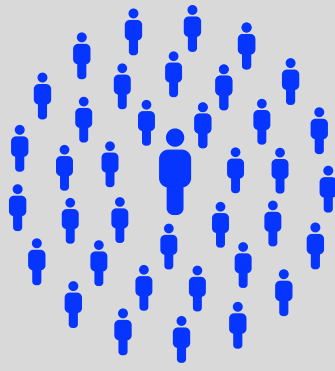
Exploring Function and Artistic Expression

Historical Context: Historically, jewellery like brooches served dual role—practical (securing garments) and decorative (displaying craftsmanship).

Contemporary Perspective: In contemporary jewellery, traditional functional aspects have diminished. Instead, jewellery primarily serves as a medium for artistic expression, where craftsmanship and preciousness take a secondary role.

In this exhibition, jewellery regains a functional role alongside style and decorative elements, retaining its role in modern design.

Reflective Task: What functions do these pieces serve, and what are their non-functional elements?



Jewellery and the body

Alejandro Ruiz explores the connection between jewellery and the human body.

They view jewellery as a means to express identity, personal history and belonging beyond mere visual appeal. Their creations engage intimately with the skin and embody personal narratives rather than focusing solely on aesthetics.

What do you think?

How does Alejandro's approach to jewellery highlight its role as a medium for personal expression and tactile interaction with the human body?