

visible

Project author or developer:
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Ask Chuleta is a project consisting of a series of three videos featuring Wanda Raimundi-Ortiz as a self-made pseudo-character named Chuleta. Chuleta provides 101 (basic) lessons on contemporary art practices and jargon associated with it as an attempt to mediate meaning for the Latina and black youth from The Bronx, New York. This, for Chuleta, is her way of bringing gaps between the art world and, as she puts it, "people like us" opening a dialogue between the "white box" community and her non-gallery going community. Performed within the seemingly non-mediated domestic setting of Ortiz's Bronx apartment, the videos are lowtech and straightforward. Chuleta's intervention launches with a series of attempts to define terms associated with contemporary art, terms whose meanings we take for granted until we are confronted with works such as Ortiz's. In this project, Chuleta discusses three topics. Topic 1 is Contemporary Art, Topic 2 is Pollock & Kahlo, and Topic 3 is Color Field Painting. All three videos attempt to best educate Latino youth about the possibility of art and interpretation existing in things we do within our daily existence "things that do not need heavy philosophical background to understand in order to apply. In all three videos, Chuleta reiterates her mission: "To bridge the gap between the art world and everyday people." Although she refashions herself as a funny figure "an everyday type of woman who is fun and humorous" Chuleta's lessons are created for a more serious principle. They are gestures of generosity: a way to "give back" information to which others may not have access. The tension that is expressed by Chuleta's hand gestures as well as the struggle made obvious by facial expressions reveal the limiting and impenetrable nature of the language of art.

