

PHOTO EXHIBIT

PERUVIAN
BEAUTY

BY YAYO LÓPEZ

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“The most invisible faces in Western countries are those of women of flesh and blood. They have been displaced by the female image constructed and viralized by advertising and the media. As a visual artist, Yayo López gives a twist to this hegemonic vision and proposes not only models of real women but also a new way of looking and understanding beauty.

The women who paraded before the lens of the photographer and who are now exposed as images to the gaze of the viewer, are not only objects of admiration for the pleasure of apprehending the intensity of life but also subjects of confrontation that question us and seem to denounce the indifference and the loss of the crowd.”

(Jorge Bailón, University of Lima, 2018)



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"Peruvian Beauty" is a photographic project that, through a series of portraits of women from different social and geographical backgrounds throughout Peru, seeks to redefine the concepts of beauty that determine how Peruvians perceive and value themselves. Throughout his career, photographer Yayo López, has traveled through Peru portraying women who, in one way or another, have attracted his attention.

After 7 exhibitions in different cultural venues in Lima and Ayacucho, "Peruvian Beauty" was displayed in Washington D.C. thanks to the sponsorship of the Ministry of Foreign Affairs of Peru and the Embassy of Peru in Washington D.C. The exhibit also was part of the cultural activities of the International Book Fair of Santiago de Chile (FILSA 2018).

ABOUT THE ARTIST

Yayo López (Lima, 1965) is a photographer, journalist, communicator and visual artist. He studied Communication Sciences at the University of Lima, Photography in Buenos Aires and Photo-Journalism at the Autonomous University of Barcelona.

Exhibition

2016 (August-September) "Delbarrio" Gallery. Chorrillos, Lima. Perú.

2016 (October-December) Centro Cultural de la Universidad del Pacífico, Jesús María, Lima. Perú.

2017 (February-May) Sala de exposiciones temporales del Museo del Banco Central de Reserva del Perú (MUCEN). Lima. Perú.

2017 (October)- 2018 (February). Biblioteca Nacional del Perú. San Borja, Lima. Perú.

2018 (March-September) Centro Cultural de la Universidad Nacional San Cristóbal. Huamanga, Ayacucho. Perú.

2018 (July) La Galería del Centro Cultural de la Universidad de Lima. Surco. Lima.

2018 (September-November) Gallery of the Embassy of Peru in Washington D.C.

2018 (October-Noviembre) Palacio Consistorial de Santiago de Chile. International Book Fair of Santiago de Chile (FILSA 2018).



Exhibition Hall of the Universidad del Pacífico, Jesús María, Lima.



Temporary Exhibition Hall of the MUCEN, Museo del Banco Central de Reserva, Cercado, Lima.



Exhibition Hall of the Biblioteca Nacional de Perú, San Borja, Lima.



"La Galeria" Universidad de Lima, Lima.



Courtyard of the cultural center o the Universidad San Cristóbal de Huamanga, Ayacucho.

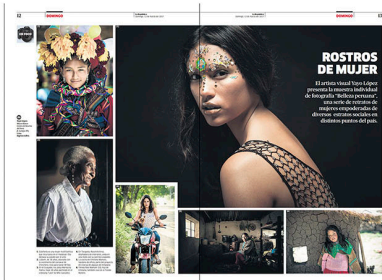
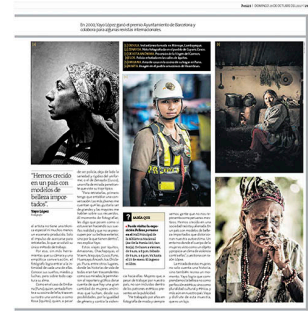


Gallery of the Embassy of Peru in Washington D.C.

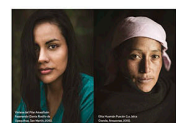
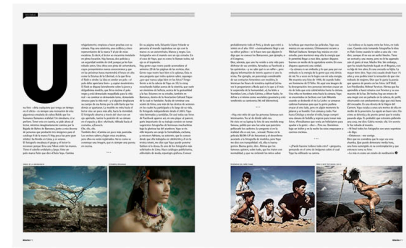


Palacio Consistorial de Santiago de Chile. International Book Fair of Santiago de Chile (FILSA 2018).

PRESS



UNA CÁMARA ES UN EMBUDO



ROSTROS del PERÚ

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