

kurimanzutto
presents
S-COOP
by Minerva Cuevas



Saturday 6th, 17:00-19:00.
kurimanzutto, Mexico City

S-COOP was a project carried out by Minerva Cuevas for The Street, a series of artistic interventions around Wenthworth Street which were organized throughout last year by the Whitechapel Gallery.

Minerva's proposal consisted in creating a new coin: S-COOP, inspired in the exchange tokens designed by British cooperatives at the beginnings of last century (1900s). The coin was minted in the foundry of la Casa de Moneda de México in San Luis Potosí, and put into circulation by the traders of the Petticoat Lane Market in London, who used it as change, or it could also be acquired with 1.20 pounds.

This coin circulated for many months in east London. Those who obtained it could buy an ice-cream in Monochrome; an ice-cream store designed by the artist located inside this commercial area. The ice-cream had one particularity: all flavors were white, a delicious translation of the revolutionary concept of abstraction.

This project recovers the story of social activism in the East End of London exhibiting a collection of tokens of different cooperatives that originated in the United Kingdom. S-COOP was a piece intended to reflect on the nature of the community questioning the value, the commercialization and the function of the power of capital in art and society.

This work ends, finally, with the commercialization of the S-COOP coin which currently has a numismatic and artistic value, in a limited edition package containing a photographic archive and facsimiles that will be exhibited the day in which the conversation takes place.