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## CARLOS GAMEZ de FRANCISCO

## STATEMENT

## The Power of the Powerless

In this work, I inquire about the problematic and subjective notion of power by altering the historical role of portraits in society. For centuries, portraiture was a status symbol used by the bourgeoisie to demonstrate and preserve their image as wealthy and powerful. My interpretation in this series is to deconstruct that representation.

These photographs respond to my need to portray the ordinary people of Cuba; people who live in poverty, people with special needs, and people of diverse races and genders. The models, apparently dressing in sumptuous costumes are in fact using everyday objects found in their homes. Ironically the resulting images present the uncertainty of what real power means and where is lies. These are critical issues that tend to remain silent. I wanted to reconstruct the meaning of power and to construct hope: The hope to be, the power to succeed, and the desire to be remembered.