

Looking for freedom

João Pombeiro interview for rosalux

Questions by Tiny Domingos

June 2nd 2007

Why and how did you choose this title for your show at rosalux.com?

For my first solo show in Berlin, I wanted a title that would have some connection with the city and it's history. I made some research about the Berlin wall, and I read about David Hasselhof's song "Looking for Freedom" and the role that he claims the song had in the fall of the wall.

Are you looking for freedom? How?

I believe freedom is just a state of mind and it only lasts for a few moments. In that way, everyone is always looking for freedom in it's many forms. In my case I'm trying to find freedom in fame and fortune.

May I ask you what do you have to offer (as an artist)?

I guess the only things I have to offer as an artist are sarcasm, irony, laughter, and one or two interesting ideas about life in general.

Who and where is your public?

That's funny... everyday I ask myself the same question.

Are you happy with it?

The only thing that matters to me is if they are happy with me.

Do contemporary artists have to be elitist?

Not really, I think it works the other way around. Contemporary elitists have to be artists. Or maybe, elitist artists have to be contemporary.

Would you like to have more public?

Actually, I would like to fill Wembley Stadium with my public. Is that aiming to high?

Do you want to change the world with your art?

Not really. Like any other artist I'm just trying to reach a state of immortality through my work.

Is poetics essential for an artist?

Not only for artists but also for every human being.

Where is your poetics?

My poetics is always side-by-side with my humor.

Is art a bore?

Sometimes it is. Art shouldn't be as serious as some people make it.

Is your art also a bore?

Of course not. Mine is the good kind of art.

Why does every definition of art follows a circular logic?

By definition, circular logic always assumes a prior understanding of the term being defined. For example, we can define "tree" as something that grows from a seed, and then define "seed" as something produced by a tree. To define art we always use artistic concepts, such as "beauty", "aesthetics", or "expression".

Do you go to galleries?

I do. But I always avoid openings, because its hard to see the works with so many people in the way.

What do you think about the art system?

It's just a system like any other systems. It has some qualities and it has some defects.

What do you think about the artist's role?

I think the artist's main role is to reflect social and individual realities, and hopefully to change them at some level.

What thinks the art system about you?

It wonders if I am profitable or not.

What do you want to deconstruct?

I would like to deconstruct the art system from the inside. But I've heard that someone already did it.

Can you change the art system from the inside?

That's the only way to do it.

What do you want to build?

A home, a family and a solid art career.

Does religiosity plays a role in your work?

It doesn't. And I hope I don't go to hell for that.

Does Portugal or your nationality plays a role in your work?

I don't think so, because I consider myself a very global individual. But maybe that's just my portuguese way of thinking...