



## EUGENIO LÓPEZ FOUNDATION, INC.

### PRESS RELEASE

#### **Cut and Paste**

June 8- September 22, 2007

Lopez Memorial Museum

Entrance Fee: Php60.00 for primary school students, Php80.00 for HS/college students and Php100.00 for adults

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Wonder what makes for visually appealing advertisements? An advertisement's impact is determined by the images used in the ad and how these images were used. The exhibition **Cut and Paste** features advertisements taken from magazines such as the Sunday Times Magazine, Excelsior, Graphic, Fotonews. Viewers are encouraged to look closely at how these ads weave text, images and visual elements from the artworld (painting, sculpture, architecture, artistic style), popular culture (comics, film and radio), literature, history, various cultures (American, Chinese, Japanese), among others. The exhibition plays upon the cultural dynamics of appropriation or borrowings that goes on between and among creative fields, taking note that such borrowings –intended or not – have in the past helped create a public image of 'nation,' elevated the consumption of products, provided an aura of mystique to entice buyers for specific goods. The exhibition runs through September 22, 2007.

The Lopez Memorial Museum is at the ground floor, Benpres Building, Exchange Road corner Meralco Avenue, Pasig. Museum days and hours are Monday-Saturday, 8am-5pm, except Sundays and holidays. For more information, call 6312417 or email [pezseum@skyinet.net](mailto:pezseum@skyinet.net).