

# PIGMENT

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## GALLERY

**Sito Mújica**  
*Double Coding*  
September 19th – October 8th 2024



Sito Mújica, *A painting of a woman's face on a yellow background*, 2024  
Acrylic, gesso and vinyl emulsion on linen, 92x73cm

“Double Coding” is a term used in semiotics, communication, cognitive psychology, literary theory and computer science. It refers to the specific use of forms of representation or coding that allow for different interpretations.

The concept is applicable to the works for the exhibition at Pigment Gallery, where Sito Mújica constructs paintings from digital images, imitating the semicircular pattern manually, as previously done by Chuck Close, Roy Lichtenstein or Sigmar Polke. In addition, figurative elements are integrated with plastic icons that evoke abstract paintings, creating a simultaneous representation or multi-layered planes. Although unique, the works are a result of the appropriation of practices and

representations from different origins. The result is a hybridization between Greco-Roman iconography, contemporary fashion and pop graphic culture. A combination of codes that provides different paths for perception.

### **Sito Mújica**

Sito Mújica's works are organized under the name 'Copied', alluding to 'non-authorship' and an apparently limited formal originality. They take as a reference the appropriation argued in graphic exercises that move from the digital image to the technical tradition of the plastic arts. In his most recent pieces, he highlights his interest in the methods of representation and the classification and identification of images in the main internet search engines and artificial intelligence platforms.