



## Viewing Room (June edition)

### A tribute to George Floyd

The absolute respect to the Cuban art community as a whole and beyond any sectarian or discriminatory position towards a specific artist or artwork, was the standard to conform the Viewing Room listing.

It is worth noting that the Viewing Room is not an art exhibition, therefore it does not declare a unitary intention regarding a curatorial discourse or proposition. All artworks are aligned with a single purpose, which is the commercial promotion as it was expressed to the artists who presented their works expressly for the George Floyd edition or for other of the different promotional efforts by Cuba Fine Art Box.

The George Floyd edition presents artworks by Cuban contemporary artists of different generations and covering various aesthetic concepts. They express on several medium (photography, painting, installation, etc.), and the list embodies a strident and rich heterogeneity of Cuban contemporary art.

Although an eminently commercial criterion determined the selection, it is noticeable the unlikely that many of these artists would coexist on a regular physical room in 2020 inside Cuba, even with exclusively commercial purposes. Therefore the audience assists to a simulated space that it would otherwise never have occurred in Cuba, given the contexts and tensions due to political regulation.

All the artworks on the Viewing Room were handled to Cuba Fine Art Box by either the artists or their legal representatives with the intention to be part of the different promotional actions by Cuba Fine Art Box (email marketing, The Dossier Box section, the Viewing Room editions, etc.).

As the edition pays tribute to George Floyd (recently killed in Minneapolis victim of police brutality), we make a call to stop all acts of discrimination and intolerance of any type in Cuba, in the United States and all over the world.