

UNIT LONDON

Mauro Martinez explores the connection between art and sport in a new exhibition at Unit London



In Mauro Martinez's fourth solo exhibition with Unit London, *Practice Makes Purrfect*, the artist is his own critic in an allegorical game of tennis in which the crowd of spectators is obfuscated. This underlying theme of an artist working in a studio, day after day, often isolated and alone before presenting new work to the world which is open to judgement and criticism, is pervasive in *Practice Makes Purrfect*.

A transition from Martinez's last solo exhibition, which contemplated virtual gaming, *Practice Makes Purrfect* looks to physical sport through the narrative of a tennis match. The shadow of a housecat takes the place of a tennis ball, a comedic reference to this darker side of competition. Enhanced by the lack of opponent and crowd, this body of work also highlights individual competition, alluding to our sometimes-fraught relationships with ourselves.

The exhibition includes 15 new works and is the first series for the artist, as Martinez explores the concept

of iteration in his practice. Each painting mimics the style of photography typically used for tennis matches. Emphasising enhanced shadows, stark lighting and the use of a bird's eye perspective, Martinez pictures each athlete frozen in the midst of a crucial moment. While he has historically looked to the internet and meme culture for inspiration, this is the first body of work which draws upon themes from the artist's previous works, as the process of repetition becomes a way for Martinez to delve deeper into his craft.

Martinez is inspired by Hannah Wohl's book, *Bound By Creativity* (The University of Chicago Press, June 2021), and the themes of this title also frame the exhibition. *Bound By Creativity* explores how artists develop conceptions of their distinctive creative visions through experimentation and social interactions. By exploring creativity through the lens of judgement, new light is shed on the creation of art and cultural works. Martinez's new body of work becomes an experiment in discipline and iteration as he returns to the past to learn something new.

In *Practice Makes Purrfect*, Martinez joins other contemporary artists who are taking fresh approaches to sports, including Monica Kim Garza, Alvin Armstrong, and Pelle Cass. The exhibition will be on view from January 3- February 4, 2024 with the private view on January 9th. Martinez is available for interviews upon request.

Please access the Press Kit [here](#)

Image credits, from top to bottom:

Practice Makes Purrfect 4, courtesy of the artist and Unit London

Image of the artist, courtesy of Maruo C. Martinez

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About the Artist



Mauro C. Martinez (b. 1986) is a Mexican-American visual artist. He graduated from Pasadena's Art Centre College of Design in 2010 and since then has developed a practice that focuses on documenting and archiving the online culture and, in turn, the intricacies of the contemporary human condition. His practice is at once humorous, full of metaphors and irony, while simultaneously critiquing our connection to online imagery and the way we live out our online existence.

In 2020 Mauro's first solo exhibition with Unit London, titled *Big Mood*, took place. The artist then held a second solo exhibition in 2022, titled *The Last Man*, which was followed by a third solo exhibition in 2023, titled *RateMySetup*.

Recent group exhibitions include the *Unit London Takeover*, Nassima Landau in Tel Aviv, Israel (2022); *Sensitive Content*, Unit London, London, UK (2022); *ART 021*, Brownie Project, Shanghai, China (2021) and *Ein Museum auf Probe*, Villa Merkel, Esslingen, Germany (2021). In 2021, Martinez completed a residency in London with The Fores Project. His work is held in various prominent collections including the Pérez Art Museum Miami (PAMM), Miami, USA. The artist currently lives and works in San Antonio, Texas.

About Unit London



Established in September 2013, Unit London is a global artistic platform for international artists. The co-founders, Joe Kennedy and Jonny Burt, have successfully launched and advanced the careers of numerous contemporary artists, and they remain firmly committed to their driving principles of equity, innovation, and accessibility. The gallery is forthright in its dedication to being an open and transparent institution at the forefront of an expanding and diversifying art industry. As a consequence of its boldly independent approach to the gallery model, Unit London has become synonymous with a pioneering use of social media and digital

content – bridging the gap between the physical and virtual spheres of modern experience and connecting people with the art they love.

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