



FRAN BAENA

YUSTO / GINER GALLERY

"TÚ NUNCACACA SABES NANANADA SOBRE MIMIMIMI:"



This exhibition marks the second solo show by the young Cordobés artist at the gallery. The show brings together internet culture, self-references, and iconic imagery from classical art in a body of work that balances between the meme and the transcendent.

YUSTO / GINER gallery is pleased to present a solo exhibition by artist Fran Baena (Priego de Córdoba, 1999), titled "Tú nuncacaca sabes nananada sobre mimimimi" ("you neverer know anynynthing about memememe"). In this new body of works, the artist delves into themes of contemporary identity, imposture syndrome, and emotional fragility in an age of hyperconnection. He uses humor and internet aesthetics as tools to create deeply personal and generational paintings.

A VISUAL LANGUAGE BETWEEN MEME AND MASKING

Combining conceptual clarity with refined technique, Baena uses egg tempera—one of the oldest painting methods in art history—among other materials to depict some of the most fleeting images of contemporary visual culture: memes, cursed images, and digital symbols reimagined as psychological portraits. His works are populated with ambiguous figures and distorted self-portraits, shifting between the grotesque and the touching, between shitposting and melancholy.

The exhibition unfolds through a non-linear narrative. Figurative pieces, emotional portraits, and abstract compositions appear in succession like a digital feed. Amid dark backgrounds, bright, colorful, almost childlike elements emerge, contrasting with the severity of certain gestures and titles—as if reminding us that even in the chaos of the internet, there is room for tenderness and truth.

IMPOSTOR SYNDROME AS A STARTING POINT

At the heart of the exhibition lies the theme of impostor syndrome—a concept Baena explores not only in relation to his own youth and career (at just 25, he has already developed a distinctive voice and a solid presence within Spain's art scene), but also as a collective experience in a time when we all project multiple versions of ourselves.

The exhibition title, partly borrowed from a previous show (at the Palacio de los Condes de Gabia, Granada), acts as a playful and defensive statement: a childlike chant of denial that paradoxically reveals deep insight.

"Everything that happens on the internet happens first in real life," Baena says. It is in that passage between the personal and the virtual that his works become meaningful artifacts—where each image, no matter how absurd, points to shared experiences, common frustrations, and universal desires.



A PRACTICE BETWEEN CLASSICISM AND THE MEME

Despite his age, Baena has developed a coherent practice that merges drawing, painting, and visual research. He draws from influences such as Warhol, Picabia, Paula Rego, and Angélica Liddell, fusing them with the iconography of social media. Remix, appropriation, recycling, and irony form the foundations of his artistic language—without abandoning symbolism or narrative.

In “Tú nuncacaca sabes nananada sobre mimimimi”, titles act as emotional cues or semantic traps. Against the speed of digital consumption, Baena offers a moment for reflection: his paintings don’t aim to shout, but to resonate.

FRAN BAENA – BIOGRAPHY

Fran Baena (Priego de Córdoba, 1999) critically reinterprets digital imagery through irony and narrative, transforming what might seem trivial into politically charged visual statements. Through appropriation, memes, and “poor images,” he investigates the social issues hidden behind the images we consume online—recasting them with a new aura and a sobering perspective.

SOBRE YUSTO/ GINER Yusto/Giner is a Spanish platform for the exhibition and promotion of contemporary art on an international scale. Opening in Marbella during the financial crisis of 2012, and later in Madrid at the height of the Covid pandemic, Yusto/Giner brings this bold and optimistic spirit into both its artistic aesthetic and philosophy. Its main goal is to foster the evolution of contemporary art toward a positive and productive output, through a selection of artists whose work seeks to create a new understanding of life in the 21st century—often ironic or harsh, but always aiming to discover an optimistic and meaningful vision of the world.
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