Por amor al comercio

Pedro Herrero Ferrán

13 – 30 sept 2026

Por amor al comercio [For the Love of Commerce] celebrates the work of Pedro Herrero Ferrán, bringing together sculptures, graphic works, and a collection of shoes created by the artist between 2019 and 2025.

In his work, Pedro unfolded a set of styles, characterized by a deliberate concreteness in his search for the exact object or material and an intentional attention to detail.

Sketching, stitching, and reworking run through the pieces displayed here. The graphic works had not yet been shown, namely five preparatory drawings for a series or dartboard sculptures —that are not preserved to date— elaborated through careful piercing, burning and *soldering* the tracing paper with aluminum foil, ink, and tape. It is curious to think that, out of this entire constellation, only two of the pieces have titles: *Sway at the Preferred Angle*, 2022, and *No More Legs to Break*, 2023. Conceived alongside the collection of shoes and patterns to which Pedro devoted himself with true passion and dedication, they seem to allude to or challenge the viewer, suggesting that they take a stand.

Final images: what survives is a sense of nearness to the celebratory event, surrounding the bold, frivolous, and joyful presentation of the self—while maintaining the drive and desire for play and experimentation. For pattern-making and sketching are nothing other than an attempt to integrate structure and fantasy regarding what is possible. They are also a yearning and a search for reconciliation between practice and modes of being in the world—which were sometimes defiantly indistinguishable in Pedro—with each day being a reworking of life and material; in the sense of "practicing" as a characteristic theme in itself of his work.

The emphasis focuses on a contained theatrical transformation from drama to dramatics, staged with white sequined frabric or magenta patent leather, which makes it more bearable, more relatable, and more enjoyable.

Por amor al comercio takes its title as a direct reference to Esclarecidos' third album and the song of the same name, released in 1987, which Pedro sang with delight and fervor.

Por amor al comercio is an exhibition that spans three variations of work by Pedro Herrero Ferrán, acrooss a sequence of shows at digestivo (Madrid), fluent (Santander) and Cordova (Barcelona) throughout the fall and winter of 2026.

Special thanks
to the Herrero Ferrán Aranaz family for their warmth and openness, and to friends for welcoming the work with such care and enthusiasm.

Pedro Herrero Ferrán (Madrid, 1994-2025) was an artist who highlighted his continued interest in collecting items and dissecting relics of outdated systems of coercion.
Herrero Ferrán's practice developed mostly through sculpture and combines various gestures and objects appropriated from specific disciplines such as fashion, design, aeronautics, cartography or the use of open-source software. By deliberately misusing intructions and knowledge produced by these fields of work, Herrero Ferrán pieces present themselves as new and ambiguous forms which no longer support their intended function.