

Behind the Scenes

Local artist and graphic designer Yaimel López Zaldívar created a special series of screen prints to the videos in the *Let the real world in* exhibition. Educated in Havana, López Zaldívar draws from Cuba's rich tradition of cultural, social, and political posters from the 1960s to the 1980s. He is also inspired by José Luis Cuevas' murals, Corita Kent's Pop-influenced serigraphs, and Milton Glaser's iconic graphic design among others. Experimenting with text and image, López Zaldívar brings his vibrant artisanal aesthetic to the exhibition.

My work process is characterized by experimentation and combination of different media. Although printing techniques have a marked importance in my work, I prefer to combine them with other techniques such as drawing or painting. Monotype and screen printing are the printing techniques with which I have experimented the most, using paper stencils, screen filler, and drawing fluid.

– Yaimel López Zaldívar

Since my formal education was as a graphic designer, I always found printmaking to come naturally to me. (...) The Cuban poster movement had a great impact on my approach to print media and screen printing in particular. Additionally, the natural experimentation linked to all print media techniques made me fall in love with the printing process. I have beautiful memories of collaboration, both professional and personal, cultivated in the studio, around the press.

– Yaimel López Zaldívar

What is Screen Printing?

Screen printing (or silk-screen printing) is a printmaking process where ink is forced through a stretched mesh screen or “silk-screen” onto a surface such as paper or fabric. Designs are made by using stencils placed on the screen. Stencils are made in a variety of ways: painting with a drawing fluid, paper cut-outs, or transferring an image with a photographic process.

Once the screen has been prepared with a stencil, it is placed in hinges affixed to a board or screen-printing table to ensure the screen lowers down onto the surface evenly. Ink is applied along the top of the screen and then pulled evenly across the design using a squeegee, an action known as "flooding the screen." The screen is then raised, leaving the printed design on the paper.

This process is repeated for each print, creating a series or edition of prints. If the artwork requires more than one colour, the printmaker repeats the process using a different stencil for each colour.

Here you can see two examples of multi-coloured prints the artist created using the screen printing process.

Visit the artist's Instagram account [@yaimel1983](#) to find out more about his practice.



Listen to an audio
recording of these labels.