

JKG



Coco Capitán

Imagination Investments

19 March - 26 April 2026

ArtisTree and 67F One Island East, Taikoo Place, Quarry Bay, Hong Kong
Billboards in SoHo and Lan Kwai Fong, Hong Kong

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Coco Capitán

Imagination Investments

Imagination Investments is the first exhibition in Hong Kong by acclaimed Spanish artist Coco Capitán (born 1992, Seville; lives in London). Presented across three spaces as well as in the streets of Hong Kong, *Imagination Investments* brings together photographs, paintings on canvas and sails, poems, sculptures, an in situ project, a participatory installation, and public interventions. All the works incorporate elements of Capitán's idiosyncratic handwritten texts, which have received sustained critical attention over the past decade.

Navigating between personal research and commissions for global brands such as Gucci and Dior, as well as major magazines including Vogue US and The New York Times Magazine, Capitán's practice is nourished by intimate references to navigation, childhood, sport, and dreams — often infused with an acute sense of humour tempered by melancholy.

Naïvy

Entitled *Naïvy* and presented at ArtisTree art center, the first chapter of the exhibition revolves around *Naïvy in 50 (Definitive) Photographs* (2022), a long-term project imagining a nautical universe populated by “lost sailors,” Capitán's quasi alter egos who recur throughout her work. These hand-printed colour photographs are an ode to the fragility of freedom and to the nostalgia of youth. Paired with their handwritten titles, each image forms a concise visual poem.

Facing this body of work is a selection of Capitán's navy-inflected works: vintage sailor blouses embroidered with the artist's characteristic handwriting and stretched over frames (*Uniforms for the Naïvy*, 2020); a large painting depicting a sailor bathing, accompanied by its corresponding Polaroid studies (*Something Deeper Baths Ltd. (In Search For)*, 2019); blue drawings engaging with popular naval iconography (*Naïvy Doodles*, 2021); a large

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diptych employing her signature technique of painting on refurbished and reconfigured sails (*BLU357 BLUE3* [Bluest Blue], 2024); as well as drawings on hotel letterhead featuring navy emblems (*Flag Alternatives for the Lost Navy*, 2019).

I Read While I Walk

The second chapter of the exhibition is *I Read While I Walk* (2026), a large-scale in situ project presented on the floor of the walkway. It displays a broad selection of Capitán’s characteristic handwritten aphorisms and poems.

Resembling personal jottings, these texts were produced at a near-daily rhythm between 2010 and 2025. Collected in *Words on Paper*, published in 2025 by Chose Commune, they unfold as fragments of thought—oscillating between intimacy and public address, private reflection and shared statement.

Memory Adoption Bureau

Presented at 67/F One Island East, the Hong Kong iteration of *Memory Adoption Bureau* continues Coco Capitán’s ongoing participatory project, inviting visitors to adopt individual memories in the form of vernacular photographs. Conceived in 2020 and first presented at Galerie Jean-Kenta Gauthier in Paris, the project stems from the artist’s sustained engagement with vernacular photography. Often regarded as surplus, anonymous, or without value, these intimate images—once preserved within personal or individual contexts—frequently fall outside both private spheres and institutional or collective archives.

By redistributing them one by one, *Memory Adoption Bureau* proposes a reallocation of responsibility, reframing questions of authorship, ownership and value. Engaging with collective memory, *Memory Adoption Bureau* suggests that photography preserves time not only through institutional

archives but through shared responsibility and continued care. The work stages a movement between the individual and the collective: what escapes private remembrance may still enter shared care.

Visitors are invited to select a “lost memory,” complete an adoption passport at the bureau, and assume responsibility for its future.

Imagination Investments – Billboards

Imagination Investments, the title of Coco Capitán’s first exhibition in Hong Kong, encapsulates her practice as it moves between personal research and commissioned work for global brands and major magazines. It could equally evoke the name of the artist’s own creative enterprise.

Presented on billboards across the Soho and Lan Kwai Fong districts as a wry re-appropriation of advertising language, the project reproduces one of Capitán’s paintings in which she adopts the visual codes and aspirational slogans of financial institutions—introducing a unicorn as a licence to dream.

Exhibition Views



Coco Capitán, *Imagination Investments*

19 March - 26 April 2026

Exhibition view, 67F One Island East, Taikoo Place, Quarry Bay, Hong Kong







INTERNATIONAL FEDERATION OF REMEMBRANCE
AND MEMORY PRESERVATION



**MEMORY
ADOPTION
BUREAU**

YOU MUST PRODUCE THIS DOCUMENT
AS PROOF OF YOUR MEMORY CARER STATUS



MEMORY ADOPTION BUREAU



THE PERFECT
MOMENT DOES NOT
EXIST. THE CLOSEST
MOMENT TO THE
PERFECT MOMENT IS
NOW



Coco Capitán, *Imagination Investments*

19 March - 26 April 2026

Exhibition view, ArtisTree, Taikoo Place, Quarry Bay, Hong Kong

COCO CAPITÁN
IMAGINATION
INVESTMENTS











Peel Street
6-26 卑利街 38-76



AN EXHIBITION BY COCO CAPITÁN

Discover now
at Taikoo Place



Presented by
ArtisTree
Selects

TAIKOO PLACE
A GREAT PLACE TO BE

SWIRE PROPERTIES

Tenant Partner

Julius Bär

With the support of

JKG
Jean-Sébastien Gaublier

Coco Capitán, *Imagination Investments*
19 March - 26 April 2026
Billboards in SoHo and Lan Kwai Fong, Hong Kong

Works



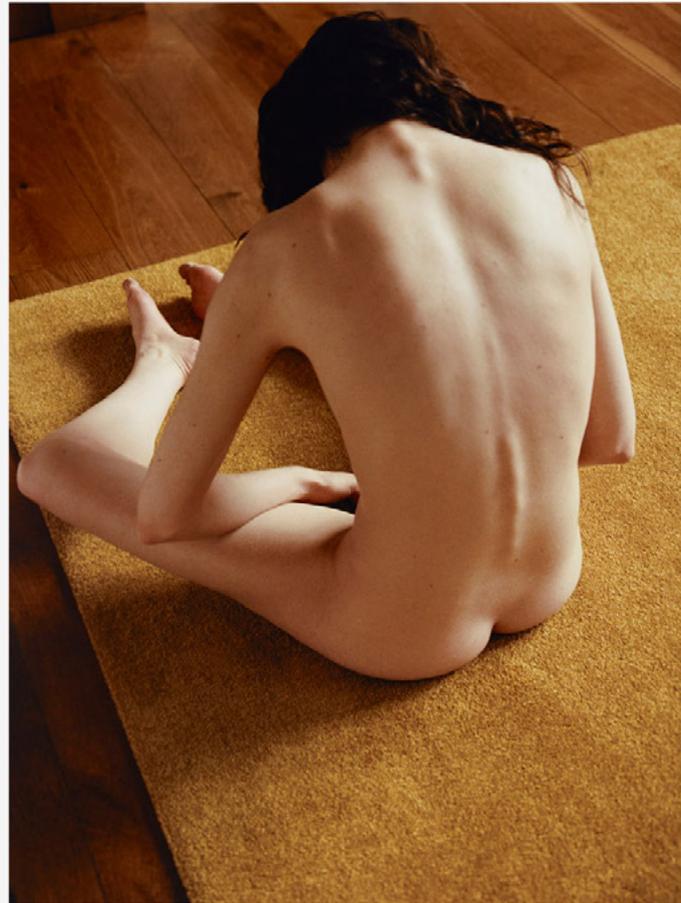
Coco Capitán
Naivy in 50 (Definitive) Photographs (2022)

50 C-Type hand printed by the artist, each 37.5 x 50 cm, mounted in white mat with handwritten annotations, each 71 x 71 cm
 Unique



THE EDGE OF ME MERGING INTO THE
EDGE OF THE SEA

The Edge of Me Merging Into the Edge of the Sea



SELF JOURNEY TO SELF

Self Journey to Self



UNIFORM FOR A LOST LOSER

Uniform for a Lost Loser



CROSSING BLUES WITH KNOTS & KNOT

Crossing Blues With Knots & Knot



MARLBORO IN CARLYLE

Marlboro in Carlyle



SAILOR CHICA SAILING WITH DAISIES

Sailor Chica with Daisies



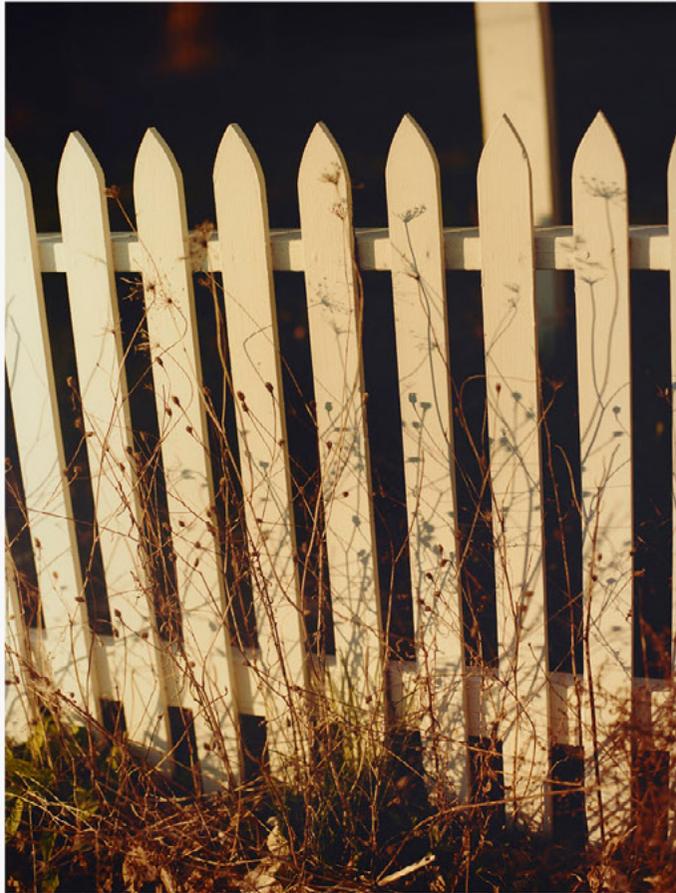
LOST SAILOR 21 4037 2

Lost Sailor Is Lost I



LOST SAILOR IS LOST II

Lost Sailor Is Lost II



SHADOWS FALLING OVER FENCE

Shadows Falling Over Fence



5 2007 2007 2007 2007

A Blue Swimming Pool in a Boat



THE SAFEST ROUTE WITH DREAM

The Safest Route With Dream



LAST FRUIT AT MIDNIGHT

Last Fruit at Midnight



THREE COLOURS FOR A FLAG IN
BOAT IN BOATYARD

Three Colours for a Flag in an Old Boat in the Boatyard



COMMANDER IN RED

Commander in Red



A BIGGER SILENCE TO LIVE WITHIN

A Bigger Silence to Live Within



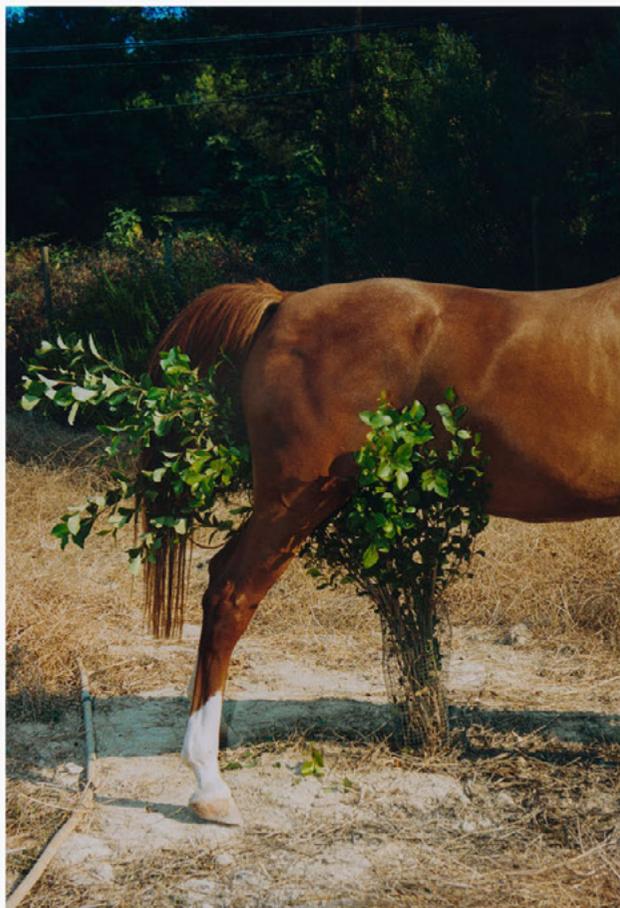
Young Sailor With Sun & Daisies

Young Sailor With Sun and Daisies



daisies without sailor

Daisies Without Sailor



horse with an itch

Horse With an Itch



A BACKWARD DREAM IN WHICH TALL TREES
GROW TO BECOME SEEDS

A Backward Dream in Which Tall Trees Grew to Become Seeds



A SAILOR'S SUNDAY WITH BLUE IN SOCKS OVER BLUE TOWEL

A Sailor's Sunday With Blue in Socks Over Blue Towel



HOW TO DESTROY SOMETHING
HAYSE EXISTED & HOW TO
EXSPHE SOMETHING NEVER
DESTROYED

How to Destroy Something Never Existed & How to Rebuild Something Never Destroyed



FRANCES' GRANDMA'S FUNERAL.
WITH YOUNG SAILOR GIRL
WHO SAYS BOTH HELLO & GOODBYE

Frances' Greandma's Funeral With Young Sailor Girl Who Says Both Hello & Goodbye



FLORA WASHES HER HANDS & THERE FLOWERS GROW
YAKUBA FLOURENCE GREGG

Flora Washes Her Hands & There Flowers Grow



Blue Echoes Turning Into Whites



TYING A BOAT TO A ROCK

Tying a Boat to a Rock



MAMI SAILOR BOY

Mami Sailor Boy



STAY AWAY WITH MARLBORO

Stay Away With Marlboro



NORFOLK'S TALL FLOWERS FOR MAMI SAILOR

Norfolk's Tall Flowers For Mami Sailor



© 2011 JEFFREY M. WILSON

Grey House Over Blue Sky



FAMILY WITH BLUE & POT
IN NYC WALL

Family With Blue & Pot in NYC Wall



YOUNG OLIVE TREE
AGAINST SEA & TRAMUNTANA GREENS

Young Olive Tree Against Sea & Tramuntana Greens



THAT WHICH WON'T BE DUST
WILL TURN INTO WATER

That Which Won't Be Dust Will Turn Into Water



MAUDE IS NOT

Maude Is Not



TAILOR WORKS IN SHOE

Sailor Shines in Shoes



CONFUTATIS MALEDICTIS FLAMMIS ACRIBUS ADDICTIS
VOCA ME CUM BENEDICTIS

Confutatis Maledictis Flammis Acribus Addictis Voca Me Cum Benedictis



DEEPEST JUMP TO BLUE

Deepest Jump to Blue



BOATS & VENTURE DISAPPEARING INTO BLUES

Boats & Venture Disappearing Into Blues



SAILOR LOOKS AT HORIZON

Sailor Looks at Horizon



A SAILOR'S ECSTASY & EUPHORIA

A Sailor's Ecstasy & Euphoria



THE AGONY WITHOUT
THE ECSTASY

The Agony Without the Ecstasy



A VERY PRESENT ABSENCE I

A Very Present Absence I



A VERY PRESENT ABSENCE II

A Very Present Absence II



MY TABI SOCKS

My Tabi Blues



BLUE DREAM
WITHIN A DREAM

Blue Dream Within a Dream



16.17:17

EVERYTIME YOU LIE AN ANGEL CRIES
SINCE THE CLOUDS THE TEARS ARE STOPPED

Every Time You Lie an Angel Cries & in the Clouds the Tears Are Stopped



lost sailor learns to swim

Lost Sailor Learns to Swim



16.17.26

FENCING THE OCEAN

Fencing the Ocean



LINA HAS A THOUGHT

Lena Has a Thought



LENA IN CASA DE CARACOL

Lena in Casa de Caracol



A NEW KIND OF FREEDOM

A New Kind of Freedom



Coco Capitán

Flag Alternatives For The Lost Navy IV from Naivy (2019)

Pencil on paper, 30 x 21 cm (paper) / 37 x 30.5 cm (framed)

Unique



Coco Capitán

Flag Alternatives For The Lost Navy I from Naïvy (2019)

Pencil on paper, 30 x 21 cm (paper) / 37 x 30.5 cm (framed)

Unique



Coco Capitán

Bursting Daisies (Pocket and Neck) from Uniform for the Naïvy (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



Coco Capitán

Captain Lost Loser from Uniform for the Navy (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



Coco Capitán

Confutatis Maledictus from *Uniform for the Naïvy* (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



Coco Capitán

Lacrimosa from Uniform for the Naïvy (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



Coco Capitán

Lost from Uniform for the Navy (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



Coco Capitán
Lost III from Uniform for the Navy (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm
Unique



Coco Capitán

Lost on Back from Uniform for the Naïvy (2020)

Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



Coco Capitán

Lost on Chest from Uniform for the Naïvy (2020)

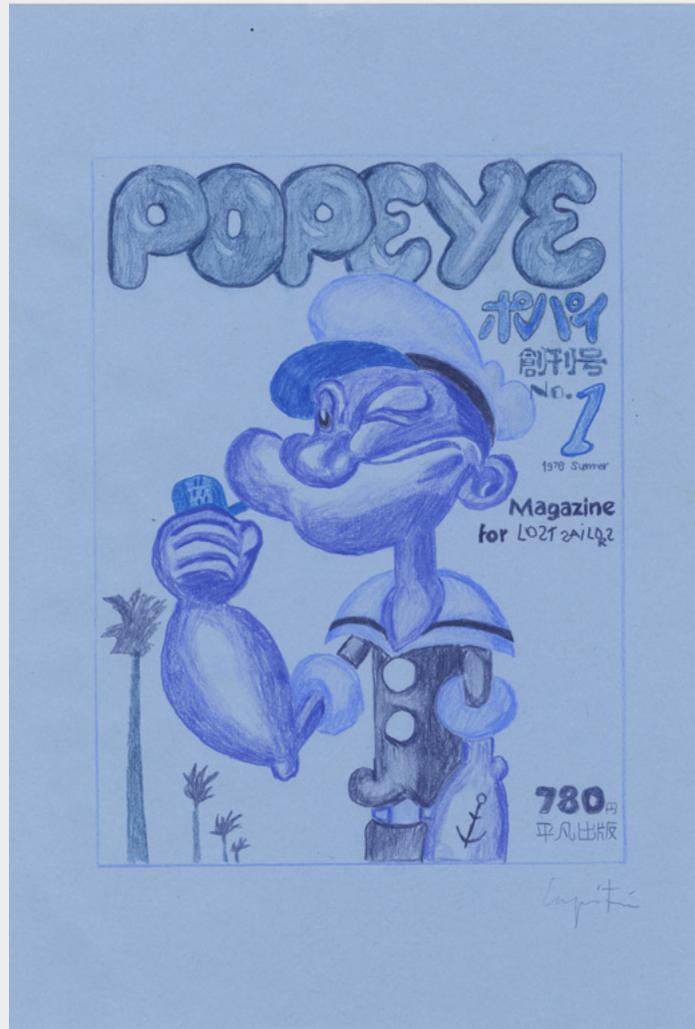
Modified textile with embroidery mounted on stretcher, 37 x 37 cm

Unique



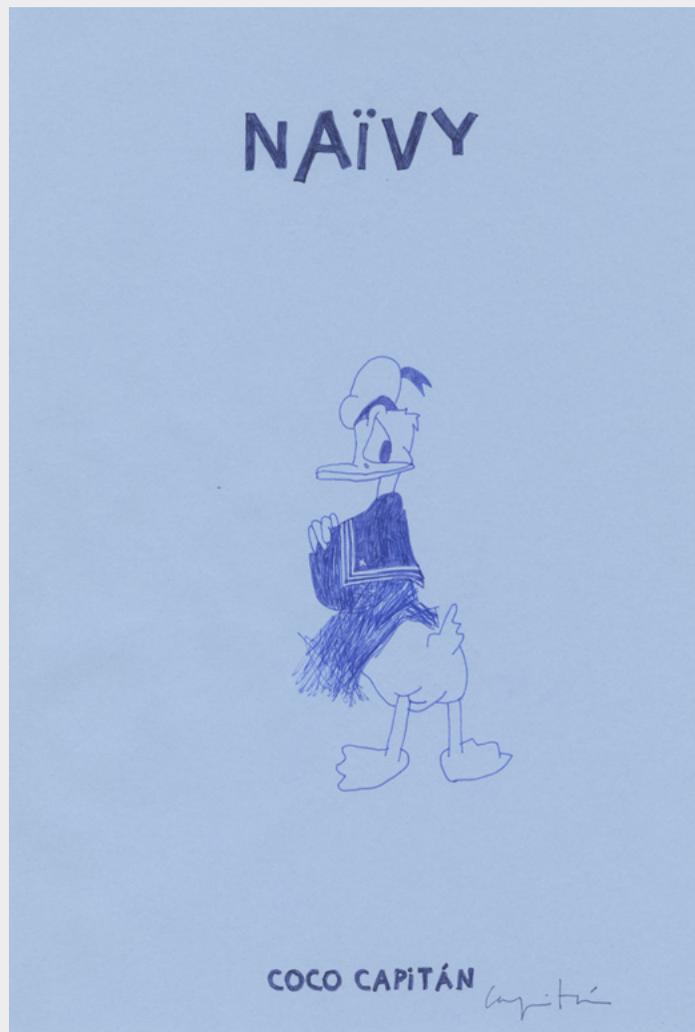
Coco Capitán
Naïvy Doodle I from *Naïvy Doodles* (2021)

Color pencil on paper, 32 x 22 cm (paper)
Unique



Coco Capitán
Naïvy Doodle II from *Naïvy Doodles* (2021)

Color pencil on paper, 32 x 22 cm (paper)
Unique



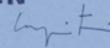
Coco Capitán
Naïvy Doodle III from *Naïvy Doodles* (2021)

Color pencil on paper, 32 x 22 cm (paper)
Unique

NAÏVY

VERY COLD MORNINGS, THE SOUND OF THE
SEA, NEW IDEAS, OPEN MOUTH, SYNONYMS &
ANONYMS, SCRATCHES, PIANOS, OLD TAILS,
VERY, VERY, VERY TALL TREES, HONESTY
THE OPERA, BUTZ, NAVY BLUE, JAZZ,
ILLUSTRATED ENCYCLOPEDIA, BARS, MOTHERS,
PUNCTUALITY, SCHEDULES, GRANDMA'S IN SWIMSUITS
WITH EXOTIC PAPERS, SHORT STORIES, EXPIRED
NEWSPAPERS WITH OLD NEWS, THE DARK BLUE
OF THE SEA, COMPASSIONATE CAPTAINS, GUIDE DOGS,
EVIL QUEENS FROM REMOTE LANDS, THE SOUND
OF SMASHING GLASS, WATER, IMPRUDENCE,
GREEK TRAGEDY, TENNIS MATCHES, WHY, GRAVITY,
TOASTS WITH OLIVE OIL & SALT, YELLOW RAINCOATS,
UNIFORMITY, FREEDOM, BOYS WITH RED NAIL POLISH,
A VERY DARK SENSE OF HUMOUR, WATERMELONS
IN THE SUMMER, TRAVEL, OLD NAUTICAL MAPS,
CHILDREN SLEEPING IN CHURCH DURING MASS,
GOLD FISHES & OTHER PRECIOUS STONES FISHES,
HORSES & DONKEYS, SPEED, DIVING, TRAMPOLINES,
NATURAL SCIENCES, HOW-TO-DO BOOKS, SMILES,
STRIPED PYJAMAS, VERY SMALL TIES,
BLACKBOARDS, LONG WALKS AT NIGHT IN
THE CITY, PROPERLY IRONED SHIRTS,
SWIMMING POOLS, CHIPS, KNOWLEDGE,
WOODEN CHAIRS, THE SMELL OF FRESHLY
CUT GRASS, LIBRARIES, JUDGES WITH
WIGS, RECORD PLAYERS, ASPHALT...
ARE JUST A FEW OF THE MANY REASONS
WHY YOU SHOULD JOIN THE LOST NAÏVY

COCO CAPITÁN



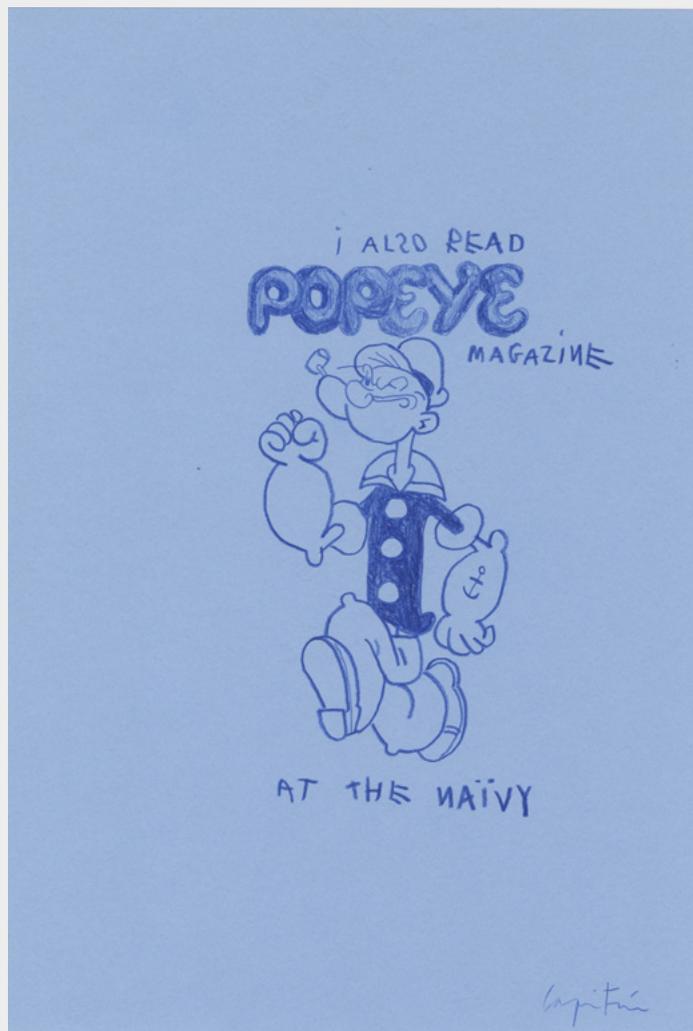
Coco Capitán
Naïvy Doodle IV from *Naïvy Doodles* (2021)

Color pencil on paper, 32 x 22 cm (paper)
Unique



Coco Capitán
Naïvy Doodle V from *Naïvy Doodles* (2021)

Color pencil on paper, 32 x 22 cm (paper)
Unique



Coco Capitán
Naïvy Doodle VI from *Naïvy Doodles* (2021)

Color pencil on paper, 32 x 22 cm (paper)
Unique



Coco Capitán

Something Deeper Baths Ltd. (In Search For) Studies (2019)

Four polaroids mounted on 17.5 x 14.5 mat, 26 x 23.5 cm (framed)

Unique



Coco Capitán
Something Deeper Baths Ltd. (In Search For) (2019)

Acrylic on canvas, 121 x 152 cm
Unique



Coco Capitán
BLU₃₅₇ BLU₃ (2026)

Repurposed boat sails, acrylic and rope, Left: 131 x 83 cm, Top right: 17.5 x 83 cm, Bottom right: 110.5 x 83 cm
Unique

Coco Capitán

Coco Capitán (b. 1992, Seville, Spain; lives and works in London, UK) works across photography, prose, painting, drawing and installation. Her practice articulates a sustained continuity between personal research and commissioned projects.

Her work has been the subject of institutional solo exhibitions, including *Is It Tomorrow Yet?* at Daelim Museum (Seoul, South Korea, 2018), *Busy Living: Everything with Everyone, Everywhere, All of the Time* at MEP — Maison Européenne de la Photographie (Paris, France, 2019), and *Ookini* at the Kyotographie festival (Kyoto, Japan, 2023).

Capitán has collaborated with brands including Gucci and Dior, and her work has been published in numerous magazines including *British Vogue*, *The New York Times Magazine* and *Vogue US*.

Coco Capitán

Born in 1992 in Seville, Spain. Lives and works in London.

EDUCATION

2016

MA in Photography, Royal College of Arts, London, UK

2014

Bachelor of Arts, University of Arts, London, UK

RESIDENCIES

Curator of the Spanish Artist Residency at Es Roquissar

TALKS & EVENTS (Selection)

2024

Nicer Tuesdays, *It's Nice That*, Q & A with Matt Alagiah, Earth Theater, London, UK

2022

Book Signing, *Transsiberian*, Arles and Paris, France

2019

MEP - Maison Européenne de la Photographie, Paris, France, moderated by Simon Baker

COLLECTIONS

MEP - Maison Européenne de la Photographie, Paris, France

Huis Marseille, Amsterdam, Netherlands

SOLO EXHIBITIONS

2026

Mondays Are Fridays, Jean-Kenta Gauthier, *Vaugirard & Odéon*, Paris, France

2025

Borrowed Words & Common Thoughts, 7Librarie, Paris, France

A bit of Everything, A Lot of Nothing, Maximilian William Gallery, London, UK

2024

Memento Mori, Villa Noailles, Hyères, France

L057 L053R, Spiral Gallery, Tokyo, Japan

2023

Ookini, Kyotographie, Kyoto, Japan

WHO ART THOU: Conversations with Myself, Librairie Yvon Lambert, Paris, France

NAÏVY: in fifty (definitive) photographs, Maximilian William, London, UK

2022

NAÏVY: in fifty (definitive) photographs, Parco Museum, Tokyo, Japan

2020

Naïvy, Maximilian William, London, UK

2019

Busy Living, MEP - Maison Européenne de la Photographie, Paris, France

2018

Is It Tomorrow Yet, Daelim Museum, Seoul, South Korea

2016

Enlighten Snobbism, Cafe Royal in Collaboration with Royal College of Art, London, UK

Nudes, Curated by Julien Dossena, Villa Noailles, Hyères, France

2015

Middle Point Between My House and China, Photographers Gallery, London, UK

2014

Let Me Introduce Myself, Pleasure is Yours, Display Gallery, London, UK

GROUP EXHIBITIONS

2024

Un Oeuf Is Un Oeuf, TJ Boulting, London, UK
5 Years, Maximillian William, London, UK
Beyond Fashion, Saatchi Gallery, London, UK

2020

Infinite Identities: Photography in the Age of Sharing, Huis Marseille Museum for Photography, Amsterdam, Netherlands

2017

Surface Issues, Leila Heller Gallery, Dubai, United Arab Emirates
Paco Rabanne, Telva Tributo, Real Academia de Bellas Artes de San Fernando, Madrid, Spain

2015

798 Art Zone, Beijing, China

2014

Ecco - Espacio de Creacion Contemporanea, in collaboration with the Spanish Arts Council, Curated by Loreba Benot, Cadiz, Spain

2020

The Six Collection, Riihimaki Museum, Helsinki, Finland

PUBLICATIONS AND CATALOGUES

2025

Words on Paper, Chose Commune, Marseille, France

2024

Ookini Sei Shun, Goodbye Blue Spring, SUPERLABO, Tokyo, Japan
The Minute You Have a Minute, Belmond Management Limited and RVB Books, Paris, France

2023

Casa Dalí, Apartamento Publishing S.L., Barcelona, Spain
Coco Capitán, Percevoir Collection, Éditions de la Martinière, Paris, France, introduction by Simon Baker

2022

Naïvy, PARCO Publishing, Toyko, Japan
Transsiberian, Louis Vuitton, Paris, France

2020

Naïvy, OK-RM and Maximillian William, London, UK

2019

Busy Living, Loose Joints and MEP- Maison Européenne de la Photographie, Paris, France
If You've Seen It All Close Your Eyes, Chose Commune, Marseille, France

2018

Is It Tomorrow Yet?, Daelim Museum, Seoul, South Korea

2017

Middle Point Between My House and China, Maximillian William, London, UK

2016

Nudes, Curated by Julien Dossena, Villa Noailles and A Magazine, Paris, France

SELECTED BIBLIOGRAPHY

- 2024
Dipal Acharya, 'Photo London's star for 2024: Meet Coco Capitán', *The Standard*
Sara Semic, 'Coco Capitán wants to connect', *Financial Times*
'See Inside Salvador Dalí's Eccentric Mediterranean Home, as Shot by Artist Coco Capitán', *Artnet*
- 2023
Rosa Bertoli, 'Inside Salvadore Dalí's eccentric Portlligat home', *Wallpaper*
Liz Gorny, 'See rare images of Salvador Dalí's home and studio, courtesy of Apartamento and Coco Capitán', *It's Nice That*
Violet Conroy, 'In Pursuit of Pleasure: 12 Sensual Photo Stories for Summer', *AnOther*
Orla Brennan, 'Coco Capitán's Gentle Study of Teenage Life in Kyoto, Japan', *AnOther*
Peter Bevan, 'Artist Coco Capitán's Favourite Things', *The Evening Standard*
- 2022
Sarrah Alayyan, 'The Best Photos of 2022: Around the World in Ten Stories', *AnOther*
'Taking a picture for a walk', *Numéro Berlin*
Gem Fletcher, 'Coco Capitán's Journey Through Siberia', *AnOther*
Gem Fletcher, 'Home as a state of mind #1: Coco Capitán', *British Journal of Photography*
- 2021
'Coco Capitán returns to her creative roots', *Vogue Espana*
'To Craft A Life: Coco Capitán, Ouka Leele, Carlota Guerrero and Bikoko', *A partamento*
'Coco Capitán on poetry and Pride', *COS*
Timothy LeBlanc, 'Coco Capitán: Naïvy', *A Passion Project*
'Coco Capitán – Naïvy', *Guillotine*
Hannah Abel-Hirsch, 'Naïvy', *British Journal of Photography*
'Waterpolo', *Numéro Homme*
'Coco Capitán', *Office*
Jyni Ong, 'Coco Capitán and OK-RM discuss the making of the artist's new book, Naïvy', *It's Nice That*
- 2020
'Breathable Air, Inc', *Office*
Joseph Akel, 'Lost at sea by Coco Capitán', *At Large*
'26 Vogue Editors-In-Chief On The Images That Bring Them Hope in 2020', *Vogue*
'Coco Capitán Disappears into the Sea', *British Journal of Photography*
'It's the Most Free I've Been', *Vogue*
'Inside Coco Capitán's New Exhibition, Inspired by the Sea', *AnOther*
- 2019
Alessandro Michele, 'Alessandro Michele's Favourite Artist is on Display in Pairs', *Vogue France*
'Coco Capitán interviewed by Maisie Skidmore and photographed by Ana Cuba', *Apartamento*
- 2018
'Our Entire Life is Built on Remembering', *52 Insights*
'Coco Capitán Takes Us Through Her First Exhibition in Asia', *L'Officiel*
'Inside Photographer Coco Capitán's First Major Exhibition', *AnOther*
- 2017
'In Pictures: the W* Photography Desk's 2017 Digest of Visual Inspiration', *Wallpaper*
'Coco Capitán's New Book Trips Between the Real and Imagined', *Dazed*
'Coco Capitán's Fantasy China', *Numero*
'Coco Capitán's New Book Explores China Through the Prism of Her Childhood', *i-D*
'Coco Capitán Shares Images from Her New Book on China', *W-Magazine*

JKG

Jean-Kenta Gauthier