good & gomez

Badboystoys the Superstore

Mischa Good and Carmen Gomez have been making toys for adults out of all sorts of materials for over ten years now.

Normally the word "toy" would be related to a children's world. Toys serve as entertainment in the kid's room; they can lead one into a dreamland, they can also teach us, they stimulate one's imagination or can even encourage a child to deal. The impossible becomes possible when playing, reality makes way for fantasy – the thoughts in your head are more important than the real world around you. Just like an adult doesn't loose his or her desire to play, with time it becomes more difficult to give in to a game and to forget reality.

That's exactly the point on which Mischa Good and Carmen Gomez have concentrated and played with in a layered, cryptic way, toying with these thoughts and the possibilities at hand involving adults and games, confirming certain expectations and avoiding others. The expectation for example that something labelled "Adult Toy" has something to do with sex is true. The PVC-toys from Dr. Med. FMH f. Chir. Good's (alias Mischa Good) clinic are clearly of pornographic nature, and mould classic children's toys into sexual devices for adults.

That's provocative, and of course the question is asked often enough, just if these toys are art or pornography. On the other hand Good and Gomez' work is beautifully bright, meticulously handmade, funny, surprising and sort of naïve, almost innocent – in other words disregarding the question above. Because the toys are somewhere between art and pornography (and kid's joy), that's the reason their so valuable. Most kids wouldn't have a problem with this stuff at all. The parents maybe...

In an epoch in which sex has become a billion-dollar business and internet (luckily) continues to boom, toys like the Badboystoys and a shop like the Superstore are a welcome, pleasantly subversive alternative. Of course Good and Gomez' Barbies don't look like those from Mattel, and you just won't find their dildos in your local porn-catalogue. Their toys satisfy the individual, anarchic fantasies and at the same time undermine the sex-industry, which attempts to lead our imagination and to exploit us.

The concept behind "Badboystoys the Superstore" is rather complex and plays provocatively with aspects like sex, pornography, commerce, imagination, a lack of fantasy, taboos and tolerance levels. The Good and Gomez Superstore is mainly a pleasure for the eyes and many other senses though.