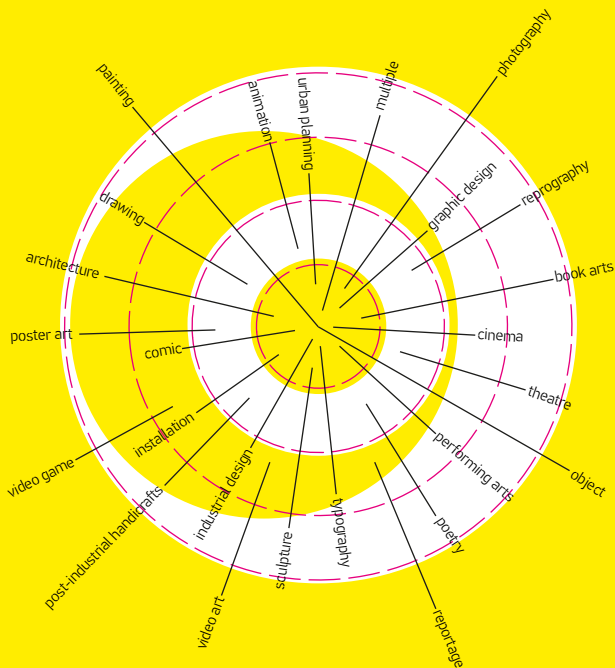


# CATALUNYA CREATIVA

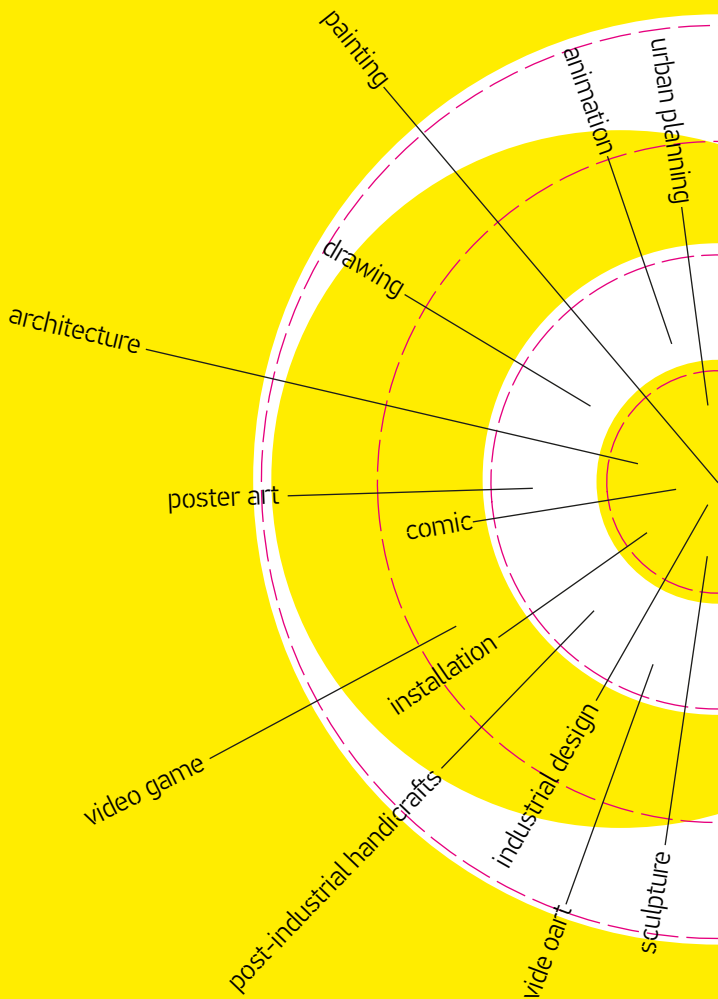
1999  
2014

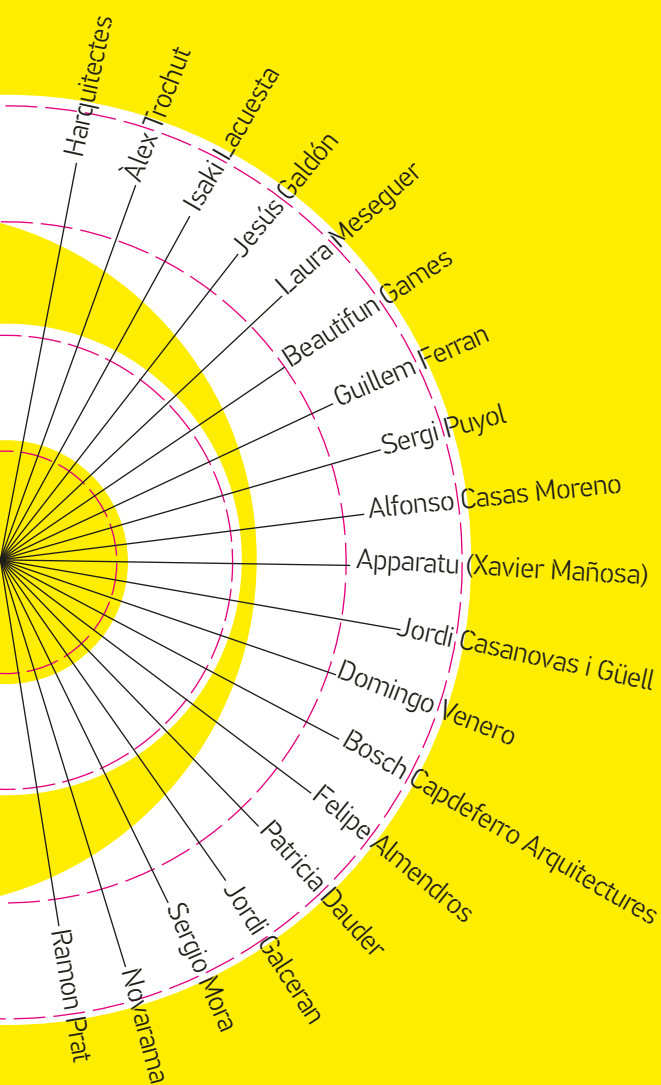
SANTAMÒNICA

19.06-28.09.2014



## CREATIVITY+TRADITION





# Catalunya Creativa, an exhibition trilogy

**Catalunya Creativa** is a series of three exhibitions that aims to highlight the creative impulse of the last fifteen years. A technological revolution has taken place between 1999 and 2014, which has given us tools capable of changing the world. Computer technology and telecommunications have accelerated our ability to create and innovate. Globalization and job insecurity for the future generations attempting to access the labour market have also had an effect.

The choice of artists for these exhibitions is not exhaustive, and is merely intended to be indicative; it is an inspirational display of the talent of artists who discovered their own language and their innovative distinguishing features during the period between 1999 and 2014, beyond their biological age.

There is no limit to creativity or to innovation. And the technological revolution provides new ways of approaching this phenomenon. Many of the artists included in this exhibition trilogy share the same tools of computer technology.

Disciplinary boundaries are being blurred, and a researcher in biology can extend their scope using musical creation.

In a way, the prophecies and ideologies of individuals as varied as F.T. Marinetti, Joseph Beuys and Steve Jobs have come true.

The first exhibition, **Creativitat+tradició** [Creativity+tradition] considers the legacy and structure of creative language.

The second, **Creativitat+ percepció** [Creativity+perception], looks at the creative present through the five senses and experiential phenomena.

Finally, the third exhibition, **Creativitat+investigació** [Creativity+investigation] questions the boundaries between artistic creativity and creativity in scientific and technical processes.

# Creativity+tradition

This exhibition is the starting point for a triptych containing the liveliest, restless and innovative creativity that began to be glimpsed with the turn of the new millennium. It covers the dialogue between new technologies and the rich legacy of the past through language. *Ex memoria spes*- of memory, of hope... and creativity.

The future feeds off the past. And each generation chooses its own tradition. The plastic artists, filmmakers, journalists, architects, graphic and object designers, comic artists, animators, video game programmers and printers featured in this exhibition are breaking the boundaries of their own discipline, while not concealing their origins. Sometimes they are engaged in a dialogue with the popular arts, and at others a restoration of the language of the past using new technologies. There are disciplines that use jugs and rugs as traditional elements, and others that are inspired by role-playing games or Fassbinder's films, or even the counter-cultural language of the guerrilla.

However, computers are involved in all of their output. Neither the internet nor globalization, nor the lack of certainty and limited access to resources. They are children of the generation that experienced Spain's transition to democracy, children of affluence and the mass consumer culture industry, who use irony in the face of today's slings and arrows of outrageous fortune, and they are aware that their most powerful weapon is their own creativity.

The criteria for selection in this trilogy are of necessity arbitrary and subjective. The curator consulted specialists in many creative fields, while adhering to a specific timeframe - every artist must have found their own innovative creative language between the late 1990s and the present day - and a geographic scope - the creators were born or have done most of their work in Catalonia - and criteria of cross-disciplinary excellence - the language developed must have been a contribution to the renewal of the discipline, and opened new paths beyond its specific framework. There are also three other criteria which despite being obvious, need to be



mentioned: the venue hosting the exhibition, the second floor of the Arts Santa Mònica, which also physically defines it. After an intense dialogue, each specialist proposed a number of names. However, the curator's decision has always been final. And the artists who have participated have freely decided to do so after accepting the proposal.

There are some disciplines, such as design and comics, which are comprehensively included in this exhibition. Others, such as the plastic arts, architecture, theatre and film are distributed throughout the trilogy. And there is a third category, containing engineering, technology, gastronomy and the creation of aromas which are found entirely in the exhibitions dedicated to perception and investigation.

However, they always have the same common denominator - creativity, our best heritage... if not the only one.

Ricard Mas  
Exhibition Curator



Martín de Azúa

*Rebotijo*, 1999

Fired clay, with or without varnish, 32 × 12 × 14 cm; courtesy of the artist

[www.martinazua.com](http://www.martinazua.com)

< Sergio Mora

*Las banderillas*, 2014

Acrylic and oil on canvas, 81 × 116 cm; artist's collection

<http://sergiomora.com>

# Yago Hortal

SP 37, 2013

Acrylic on canvas, 170 × 190 cm; courtesy of the Senda Gallery, Barcelona

<http://www.yagohortal.com>





Isaki Lacuesta

*El rito*, 2011

Short film, 8'

[www.latermitafilms.com](http://www.latermitafilms.com)

Vasava >

*Modern Talking*, 2012

4 posters, 90 × 127 cm each

[www.vasava.es](http://www.vasava.es)



Ricard Garcia Vilanova

*Treating children at an Aleppo hospital (Tractant nens en un hospital d'Aleppo)*, 2012 i *Rebels battle for 100 feet in Aleppo (Els rebels lluiten per 30 metres a Aleppo)*, 2012

Video, 2 min 51 min, and video, 5 min 4 s, broadcast by CNN

<http://www.ricardogarciavilanova.com>



"You'd be surprised how much it costs to look this cheap"

Dolly Parton

## Emiliana Design Studio (Emili Padrós i Ana Mir) >

*Christmas Lighting on the Passeig de Gracia, 2013-2014*

Installed by: Iluminaciones Ximénez, S.A.

3 m in diameter

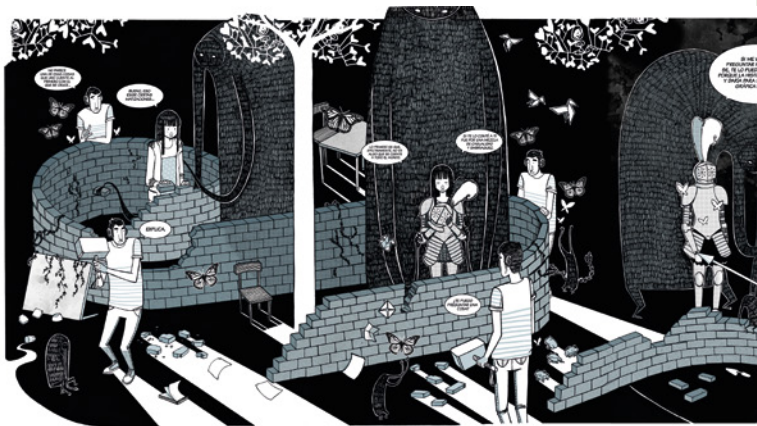
<http://www.emilianadesign.com>

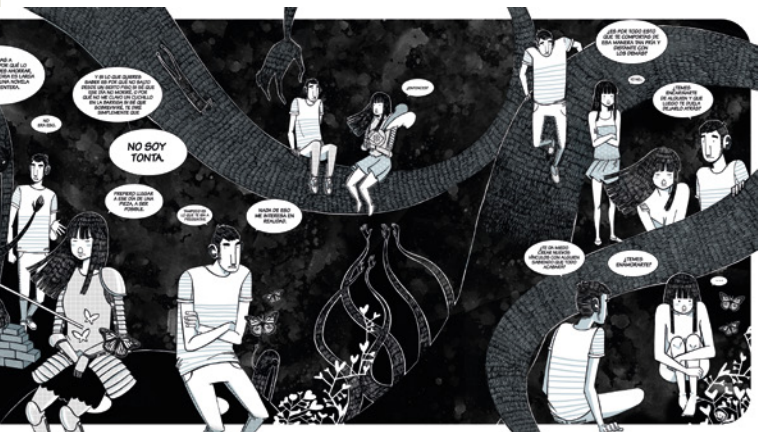
## Alfonso Casas Moreno

*<3m Amores minúsculos, 2012*

Eds. De Ponent, Alacant.

<http://alfonsocasas.blogspot.com.es>







## Guillem Ferran

*On la memòria solia asseure's*, 2007

Collection of 8 wooden chairs; variable dimensions;  
production: Casa Constante, l'Olleria, València.

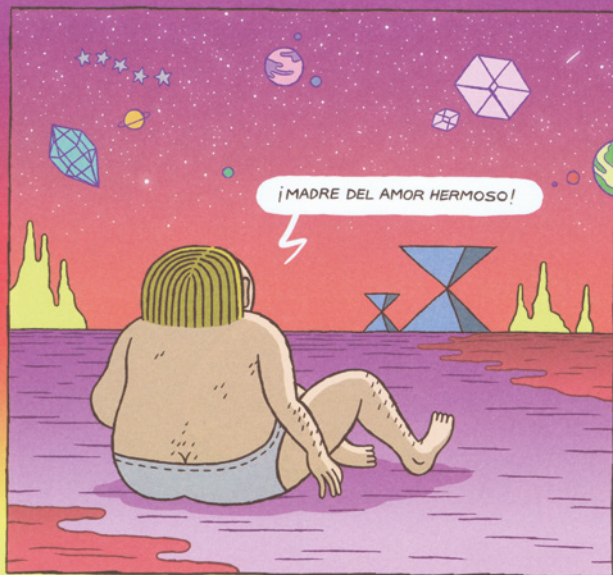
[www.guillemferran.com](http://www.guillemferran.com)

Harquitectes

*Scale models of buildings, 2014*  
3D Printer + colour photographs and plans.

[www.harquitectes.com](http://www.harquitectes.com)







Albert Serra

*Cubalibre. Documenta 13, 2012*

Short film, 18'11".

<http://andergraun.com>

< Néstor F.

*Infame, 2013*

Caramba Comics, Madrid.

<http://cargocollective.com/nestorf>



Felipe Almendros

*Rest In Peace*, 2011

Reservoir Books, Barcelona.

<http://felipealmendros.com>



Josep Bunyesc

*Extension of the Colomina mountain refuge (vall Fosca), 2010*

Pieces of polystyrene cut to half their real size, as if they were prefabricated wooden models; colour photographs.

<http://www.bunyesc.com>



David Torrents

*Pirulí, Pirulón, Pirulero, 2010*

Offset poster, 70 x 100 cm.

[www.torrents.info](http://www.torrents.info)

Jesús Galdón

*Lux me fecit I, 2008 / Lux me fecit II, 2008 / Lux me fecit III, 2008*

3 photographs on Dibond, 150 cm diameter each.

Artist's collection.

[www.jesusgaldon.com](http://www.jesusgaldon.com)





Al principio el coyote le  
pegaba unos mordiscos que lo encendía,  
pero al final se hicieron amigos

Juanjo Sáez

El arte, 2006

Reservoir Books, Barcelona. Courtesy of Penguin Random House.

<http://www.juanjosaez.net>

Novarama

*Invizimals. The Lost Kingdom*, 2014

PS3 video game + Invizimals universe merchandising; courtesy of SCEE

<http://www.novarama.com>





## Carles Congost

*Walter and the Spanish Baroque Gang in the Golden Age (La Mala Pintura)*, 2008

C-print on aluminum, 82 × 124 cm; ed. 7. Courtesy of the Joan Prats Gallery, Barcelona

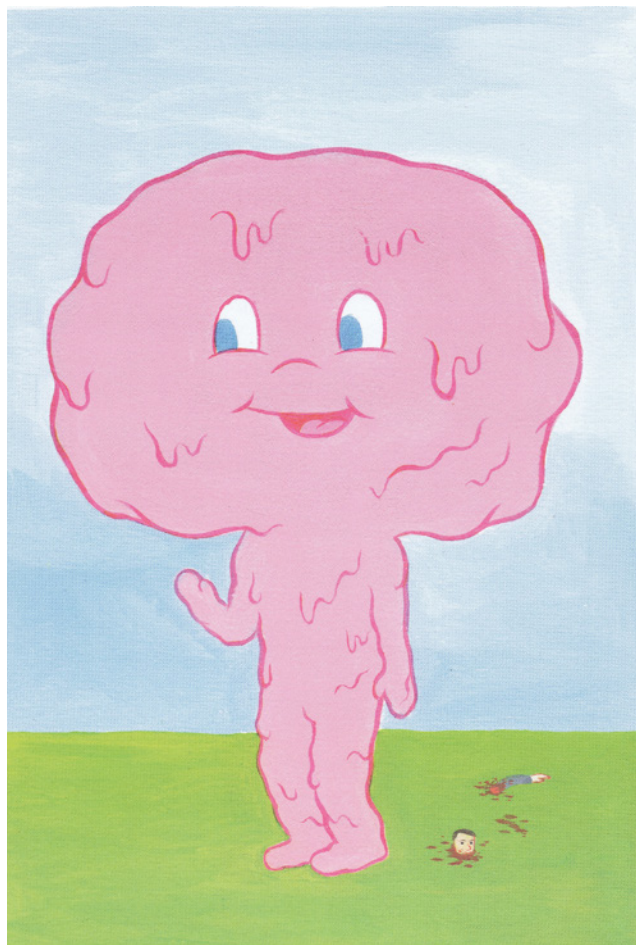
<http://carlescongost.blogspot.com.es>

## Joan Cornellà >

*Mox Nox*, 2013

Bang éditions, Barcelona.

<http://elblogdejoancornella.blogspot.com.es>



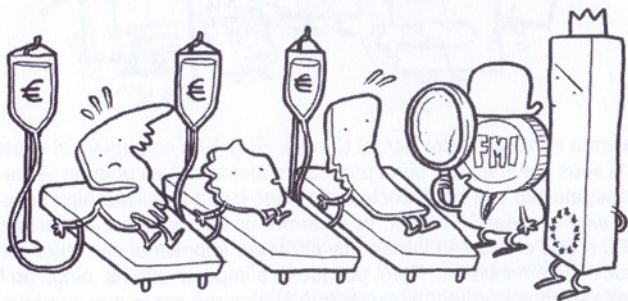


## < Toormix

*Mur de cartells, 2014*

20 posters, 70 × 50 cm. Digital print on paper.

[www.toormix.com](http://www.toormix.com)



Aleix Saló

*Simiocracia, 2012*

Debolsillo, Barcelona.

<http://aleixsalo.com>

## Jordi Galceran

*El mètode Grönholm*, 2003

A 3-minute video with clips of performances in various languages taken from YouTube; editing by Dessislava Pirinchieva.

[http://ca.wikipedia.org/wiki/Jordi\\_Galceran\\_i\\_Ferrer](http://ca.wikipedia.org/wiki/Jordi_Galceran_i_Ferrer)





Àlex Trochut

*Tribut a Roy Lichtenstein, 2014*

3 screen prints, 100 × 70 cm; print run of 10 copies.

Courtesy of 180hilos.com.

[www.alextrochut.com](http://www.alextrochut.com)

## ARCHITECTURE

**Bosch Capdeferro Arquitectures**  
*TOPONÍMIES*, 2013

Prints on vinyl, 200 × 300 cm and  
drawings of various sizes

**Harquitectes**

*Scale models of buildings*, 2014  
3D Printer + colour photographs  
and plans

**Josep Bunyesc**

*Extension of the Colomina  
mountain refuge (vall Fosca)*, 2010  
Pieces of polystyrene size 1/2

**López Rivera Arquitectes SLP**  
*27 state-subsidized homes*, 2007  
MDF 1/25 scale model + 12 colour  
photographs by Roman Yñán

## PLASTIC ARTS

**Carles Congost**

*Backpackers*, 2005  
Digital photography in colour on  
aluminium. OlorVisual Collection

*Walter and the Spanish Baroque  
Gang in the Golden Age (La Mala  
Pintura)*, 2008  
C. print sobre alumini. Cortesia de  
la Galeria Joan Prats

**Domingo Venero**

*Sobreviviendo en el paraíso*, 2007  
Series of four photographs in  
black and white

**Jesús Galdón**

*La mirada*, 2014  
Sculpture in soap and sculpture in  
stone second century AD (MNAT)

*Lux me fecit I, II i III*, 2008  
3 photographs on Dibond, 150 cm  
diameter each. Artist's collection.

**Patricia Dauder**

*41° 08' 56.66" N / 08° 36' 43.60" W*,  
2013  
Artist's book. Published by Cru  
and designed by Àlex Gifreu.

**Sergio Mora**

*Las banderillas*, 2013  
Acrylic and oil on canvas, 81 × 116  
cm. Artist's collection

**Yago Hortal**

*SP 37*, 2013  
Acrylic on canvas. Courtesy of the  
Senda Gallery, Barcelona

*SP 21*, 2012

Acrylic on canvas. Courtesy of the  
Senda Gallery, Barcelona

## THEATRE

**Jordi Casanovas i Güell**

*Una història catalana*, 2011-2013  
Video. Courtesy of theTNC

*Dramatúrgia lateral*, 2014  
Gypsum casts

**Jordi Galceran**

*El mètode Grönholm*, 2003  
Video, 3'

## ARTS OF THE IMAGE IN MOVEMENT

Albert Serra

*Cubalibre. Documenta 13*, 2012  
Short film 18'11"

Felipe Almendros

Short films: *Gigante*, 2011, 3' 51" / *Ring of Fire*, 2008, 1' 7" / Teaser SOS, 2009, 54" / Teaser RIP, 2011, 51"

Isaki Lacuesta

*El rito*, 2011. Short film, 8'

Néstor F.

Short films: *Morado*, 2013, 3' 30" / *Palito*, 2012, 2' 45" / *Funny Webcam Effects*, 2012, 2' 5" / *Joan Cornellà. Una vida en imágenes*, 2013, 3' 36"

Ricard Garcia Vilanova

Short films: *Treating children at an Aleppo hospital*, 2012, 2' 51" / *Rebels battle for 100 feet in Aleppo*, 2012, 5' 4"

## VIDEO GAMES

Beautifun Games

*Nihilumbra*, 2012  
Video game for Win, OSX, iOS and WiiU

Francisco Téllez de Meneses

*Unepic*, 2014

Video game for Win and WiiU

Novarama

*Invizimals. The Lost Kingdom*, 2014  
PS3 video game + merchandising

## COMIC

Aleix Saló

*Españistán. Este país se va a la mierda*, 2011 / *Simiocracia*, 2012

Alfonso Casas Moreno

*<3m Amores minúsculos*, 2012

Felipe Almendros

*Rest In Peace*, 2011 / *Save Our Souls*, 2010

*Untitled 01-7*, 2006-2014

Different pictorial techniques.  
Artist's collection

Joan Cornellà

*Mox Nox*, 2013

Juanjo Sáez

*El arte*, 2006 / *Crisi d'ansietat*, 2013

Néstor F.

*Infame*, 2013 / *Mediocre*, 2013

Sergi Puyol

*Francisco*, 2013

Sergio Mora

*Typical Spanglish*, 2013

## EDITORIAL DESIGN

Àlex Gifreu

*Dora García: The Joycean Society, 2013 / Framis in Progress, 2013*

David Torrents

*Circ contemporani català. L'art del risc, 2006 / Gràfiques ocultes, 2003*

Ramon Prat

*On Barcelona, 2005 / Barcelona Lab, 2002*

## GRAPHIC DESIGN

Àlex Trochut

*Tribut a Roy Lichtenstein, 2014*  
3 screen prints

David Torrents

*Distància, 2007*  
Offset poster

*Pirulí, Pirulón, Pirulero, 2010*

Offset poster

La fonda gràfica

*A sol i serena, 2013*  
Poster printing with luminescent ink

*Vi de bandera, 2013*

Label on yellow paper

Laura Meseguer

*Tipografies BCN, 2013*  
3 digitally printed posters

Toormix

*Mur de cartells, 2014*  
20 posters, digital print on paper

*Memories of Barcelona, 2013*

7 photocopied stamps and postcards

Vasava

*Modern Talking, 2012*  
4 colour posters

## INDUSTRIAL DESIGN

Apparatu (Xavier Mañosa)

*Terrasse, 2014*  
Terracotta pieces on porcelain

Vasava

*4 puffs per a la marca Woouf!, 2013*

Emiliana Design Studio (Emili

Padrós i Ana Mir)

*Hot Urban Service, 2003*  
Translucent illuminated platform

*Christmas Lighting on the Passeig*

*de Gràcia, 2013-2014*  
Iluminaciones Ximénez, S.A.

Guillem Ferran

*On la memòria solia asseure's, 2007*  
Collection of 8 wooden chairs

Martín de Azúa

*Rebotijo, 1999*

*Silló OM, 2008*

*Catifa trepitjada, 2012*

# Activities

Thursday 19 June, 7:00 pm

Inauguration

Thursday 26 June, 19:00 pm

Creativity without frontiers - roundtable discussion

Juan Bufill, Òscar Guayabero i Montse Frisach, chaired by Ricard Mas

Tuesday 8 July, 7:00 pm

Creativity in motion - roundtable discussion

Isaki Lacuesta, Albert Serra i Josep Lambies, chaired by Manuel Guerrero

Friday 19 September, 7:00 pm

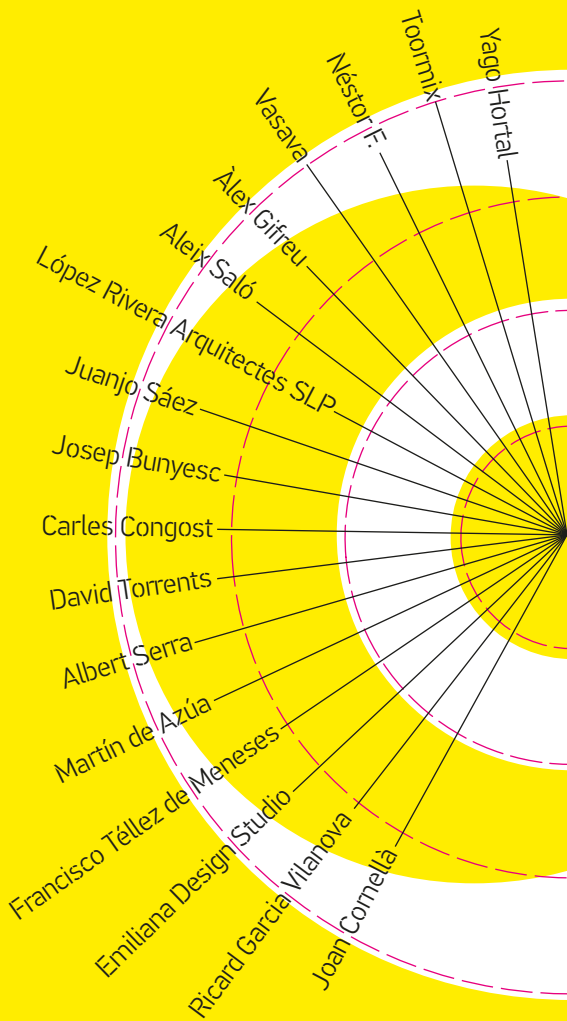
Mass creativity - roundtable discussion

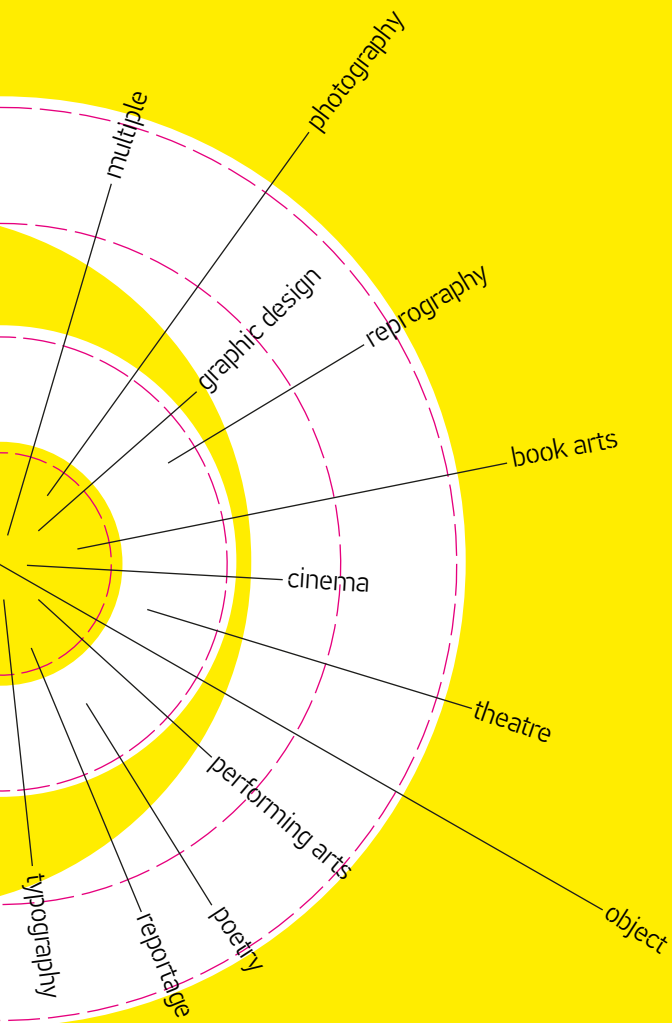
Andreu Gomila, Sandra Balsells i Ricard Garcia Vilanova, chaired by Ricard Mas

# Acknowledgements

To the artists who have participated in this exhibition, and the following individuals and institutions without whose generosity and selfless help this exhibition would have been impossible:

180hilos.com (Barcelona), Andergraun Films (Barcelona), Andreu Gomila, Begoña Blanco, Col·lecció OlorVisual (Barcelona), Continuará (Barcelona), Cristina Agàpito, Edicions EDT (Barcelona), Fundació Banc Sabadell (Sabadell), Galeria +R (Barcelona), Galeria Joan Prats (Barcelona), Galeria ProjecteSD (Barcelona), Galeria Senda (Barcelona), Glòria Pérez, Josep Lambies, Juan Bufill, La Termita Films, Llätzer Moix, Lucía Moreno, Maria Sandra Balsells, Montse Frisach, Museu Nacional Arqueològic de Tarragona, Nintendo España (Madrid), Òscar Guayabero, Penguin Random House (Barcelona), Román Yñán, Sony SCEE (Madrid), Teatre Nacional de Catalunya (Barcelona).





# Arts Santa Mònica

Centre de la creativitat

La Rambla 7 08002 Barcelona

T 935 671 110

[www.artssantamonica.cat](http://www.artssantamonica.cat)

Free admission

Tuesday to Saturday 11 am to 21 pm

Sundays and holidays from 11 am to 17 pm

Closed Mondays

D.L.: B 12945-2014 © Images and texts, the authors. Graphic Design: l'estudiolh!

---

Patrocina



Generalitat de Catalunya  
Departament de Cultura

SANTAMÒNICA