

PRESS
RELEASE



BLUEPROJECT FOUNDATION BARCELONA

The Blueproject Foundation is a multidisciplinary arts centre and creator of quality content, aimed primarily at offering a respectful and in-depth vision of modern and contemporary artistic creation.

Thanks to its 500 square meters, spread over two floors, the building presents collective unreleased exhibitions to the viewer, from private collections, as well as ambitious personal projects carried out by renowned artists of our time.

The Blueproject Foundation offers a lively and direct approach to great works of art in an environment that serves, simultaneously, as an experimental laboratory for new ideas and a useful platform for young artists.

The Blueproject Foundation opens its doors to all kinds of ideas, creations and projects, from performance, dance or music to sculpture or installations, as well as painting and video. Its halls are open to any artistic format or aspiration that offers a stimulating view on current and future aesthetics.

Il Salotto

Heart of the exhibition proposal of the Blueproject Foundation, Il Salotto is a 200 square meters hall, located on the ground floor of the building, designed to accommodate a carefully selected collection of recognized contemporary works of art in an intimate and homogeneous setting. Quality, distinction and excellence are the main axes of this space, which represents the most prestigious side of the Blueproject Foundation.

The Blueproject Foundation is intended to develop a strong and direct relationship with the artwork, a Benjaminian requirement in order to truly access the magic of art and the "aura" of each piece. The space allows the viewer to sit and fully appreciate the works of art in a relaxed manner.

Il Salotto therefore constitutes a quiet room that provides the public with a series of collective, thematic or monographic exhibitions of significant figures in modern and contemporary art.

Sala Project

The Sala Project presents the most innovative and cutting edge proposals of the Blueproject Foundation. Nearly 200 square meters at the disposal of emerging young talents, as well as more established artists, in a space capable of hosting collaborative projects and artistic dialogues, exhibitions or works of art envisaged and conceived in El Taller.

A suggestive counterpoint to the elegance of Il Salotto, the Sala Project presents the most original and daring projects while serving as an exhibition space for the works carried out at the residences of El Taller by the chosen artists. These works will be on sale during the residents' exhibition month.

Open and accessible from the street, it enjoys the cosy and sociable spirit that outlines the character of the foundation itself.

This is a creative lab defined by the desire to invent and the experimental energy that drives us to explore the full potential of art today in all formats. Under constant renewal and evolution, the project constitutes an ever-versatile and daring work in progress. The room is intended to be the reflection of life itself: unpredictable and full of surprises.

Residency Program

The Blueproject Foundation wants to support the local, national and international art scene and help the emerging figures. The foundation offers several residency programs, each of which one month duration, during which the selected artists will have El Taller (located on the first floor of the building) at its disposal in order to work.

In addition, the foundation will cover the costs of housing, diet, and the whole (or part, depending on the selected project) of the production costs. The residence will be followed by a one month exhibition in the Sala Project and an extensive program of communication (interviews, graphic material, visibility on the web...).

IDOLATRY

In a well known passage of *The Gay Science* (1882), the German philosopher Friedrich Nietzsche announced the death of God, this action as "there has never been a greater deed." "How could we drink up the sea? Who gave us the sponge to wipe away the entire horizon? What were we doing when we unchained this earth from its sun?" ask with dread The Madman, that prophet who ran to the market place with his lantern lit in daylight. The witnesses then laugh at him or take him for a fool, without understanding that this death will haunt the XXth century.

"I have come too early. My time is not yet. This tremendous event is still on its way, still wandering; it has not yet reached the ears of men", despairs the Madman when he sees the murderers of God laughing. More than a century after the dramatic announcement, has the news really reached the ears of men? Has the contemporary man learned to live without God or has he simply created new idols? Didn't money, fame, ideological extremism, science, advertising just replace the "infinite nothing" left by God?

Idolatry, the second exhibition of the Blueproject Foundation, wants to examine the new idols/icons of today's world. Instead of permitting the man to be free, the thundering affirmation of Nietzsche seems to have rushed them into the arms of their new masters. Nationalism, extremism, communism, profit, inequality: history of the XXth century can be read as the story of these dangerous dreams that have gray man. Even today, western subject still lives often fascinated by the fantasies of reality shows, the excessive passion for sports, the lure of fame, the science promises of happiness, the egotism of new technologies and the dizziness of novelty... His new gods are called Messi, Miley Cyrus and Steve Jobs. His new cults are called egocentrism, profit or marketing. His new altars are the smartphone, the gymnasium and the Mall.

God's place is the big challenge that movie stars, soccer players, plastic surgeons and corrupt politicians fight for. Idolatry presents these 'sacred games', as Nietzsche already called them, that men had to invent to survive the death of God. These imaginary worlds, these pasteboard dreams or these ethereal illusions.

Nonotak Studio's installation materializes this glimpse into other dimensions while the series of stars' portraits (Diamond Divas, 2004) by Vik Muñoz plays with the fashion and mysterious aesthetic of current celebrity. It's all about looks, packaging maybe, as in Tom Sachs' Pure Honey (2003) where pure honey is processed into a Mc Donald product (or is it the other way?). Jean- Michel Basquiat's fantasized low-angle shot, placing the viewer almost at the mercy of a God/Master called Kleptomaniac (1982), can't be more contemporary in these times of constant financial and political scandals. Will western subject succeed to take down these new deities of financial fraud and tax evasion? With his original visual installation, Aaron Young shows us how messages and thought structures are printed in our unconscious through image and representation. Men are ready to worship idols, as imaginary as there are, as shown in the Keith Haring's painting (Untitled, 1985).

Idolatry wondered if the cry of Nietzsche's Madman has been heard or if, on the other side, the time for a completely free man "is not yet come".

IDOLATRY

Until 22 June

Tuesday to Sunday from 10

a.m. to 8 p.m.

Prices: 3€

[More information](#)



EL CAFÈ

The Blueproject Foundation *El Cafè* is a gastronomic space that incorporates an ecological philosophy and socioeconomic ethics, both of which are principles defended by the foundation.

Completely vegetarian, *El Cafè* offers a range of organic products as well as dishes based on the concepts and spirit of *raw food*, a still minor cuisine movement yet known for its healthy virtues. To maintain the nutritional quality of its products, *raw food* relies heavily on uncooked, unprocessed and often organic food.

El Cafè offers a selection of lunch meals that varies regularly according to seasonal produce. It also offers teas, coffees, juices, ice creams and pastries made with organic and ecological ingredients. A cosy space, inside of the foundation, which can be accessed also from the terrace, located in the same Princesa Street.

EL CAFÈ
Tuesday to Sunday from 10 a.m.
to 8 p.m.
[More information](#)



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