

ENGLISH

SEPTEMBER > OCTOBER 2020



AZKUNA  
ZENTROA  
ALHÓNDIGA  
BILBAO



society and  
contemporary culture

**B**ilbao



Komisario Berriak

# Mario Paniego

## *Espacio públic(itari)o (Advertising space)*

Azkuna Zentroa has selected the project *Espacio publicitario (espacio público/ espacio publicitario)* by Mario Paniego (Bilbao, 1978) as part of the Komisario Berriak programme to support curatorship and promote the development and consolidation of new professionals in the art world.

Mario Paniego's exhibition project focuses on the presence of advertising in the environment and the noise it produces in

daily life in cities, «snatching a large part of our public and personal space away from us», says the artist.

*Espacio publicitario (espacio público/ espacio publicitario)*, which was chosen from among the 18 proposals submitted, calls for a reconsideration of the rise of advertising in our lives and especially in public spaces. As the visual artist recalls, his interest in developing this project «arose from the experience of seeing how



advertising in public spaces has been increasing in Bilbao in recent years, while in other cities around the world, by contrast, it has been decreasing due to citizen initiatives and municipal regulations».

The artist proposes «that society reconsider the increase of advertising in our lives, and especially in public spaces». The project is structured in three parts: first, he examines different cities around the world that have restricted the use of advertising in public spaces, explaining these initiatives and how they were developed and implemented. Next, he looks at the artistic practice and activism of different groups and artists from

all over the world who work around this issue by using advertising for their own proposals or using public space to effect social reflection.

Finally, the project is opened to citizen participation around the presence of advertising in the environment. This is accomplished by inviting educational centres to explore the issue through the use of advertising tools and by working with other communities of audiences who are able to express their concerns and their vision of the issue through different dynamics and workshops.



 [mariopaniego.com](http://mariopaniego.com)

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**MARIO PANIEGO** (Bilbao, 1978) is a conceptual and visual artist. For him, art is an excuse to live and a way to learn about the world and himself. He likes to experiment and to learn with each new project, using different media depending on the nature of that project. The choice of material and conceptual elements used in his creations is very important to him, as is integrating his artistic work into life, beyond the world of art. With a fine arts degree from the University of the West of England,

he completed his doctoral studies at the University of the Basque Country where he obtained the DEA, Diploma of Advanced Studies in Thought and Practice of Contemporary Art. He later earned a master's degree in Design Management (University of the Basque Country) and a master's degree in Cultural Management (University of Alcalá de Henares). His work has been exhibited in several countries. At the same time, he has taught at the university level and worked in many other professions.

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**Komisario Berriak** is a collaborative effort of the Basque Government's Department of Culture and Linguistic Policy; Azkuna Zentroa (Bilbao); Artium (Vitoria) and Tabakalera (San Sebastian), that aims to develop the practice of curatorship in the Basque context and to promote the development of new professionals.

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NOVEMBER > DECEMBER 2020



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VISUAL ART / EXHIBITION  
DEC. 3, 2020 > JAN. 31, 2021

# Mario Paniego

## *Espacio públic(itari)o*

Komisario Berriak

«ADVERTISING TODAY IS SO WIDESPREAD THAT IT IS IMPOSSIBLE TO GET AWAY FROM THE NOISE IT PRODUCES IN DAILY LIFE. IT TAKES AWAY A LARGE PART OF OUR PUBLIC AND PERSONAL SPACE. IT FILLS US WITH STIMULI AND EMPTIES US OF OURSELVES». MARIO PANIEGO

espacio  
públicitario

The visual and conceptual artist, [Mario Paniego](#), presents the *Espacio públic(itari)o* (*public space/advertising space*) project as part of the [Komisario Berriak](#) programme, to support the practice of curating and to promote the careers of up-and-coming professionals in the art world.

This exhibition examines the rise of advertising in our lives and especially in the public space. As the artist explains, his interest in undertaking this project “comes from the experience of seeing how advertising in public spaces has been on the rise in recent years in Bilbao, while in other cities around the world, by contrast, it has been on the decline thanks to citizen initiatives and local regulations.

In this sense, *Espacio públic(itari)o* is a case study that looks at how different cities around the world have restricted advertising in public spaces, giving visibility to the artistic practice and activism of different groups and international artists focusing on this topic, with the aim of causing the citizenry to reflect: is advertising in the public space necessary?

The discourse around that question will be on display in the exhibition located in the Atrium of Cultures and also on different media throughout the Centre, starting in December.

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December 3, 2020 > January 31, 2021

Atrium of Cultures

Free admission

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 [mariopanego.com](http://mariopanego.com)



of England, he completed his doctoral studies at the University of the Basque Country, where he earned a Diploma in Advanced Studies in Art Theory and Practice. He went on to earn a Master's Degree in Design Management (University of the Basque Country) and a Master's Degree in Cultural Management (University of Alcalá de Henares).

**MARIO PANIEGO** (Bilbao, 1978). With an degree in Fine Arts from the University West



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JANUARY FEBRUARY MARCH 2021



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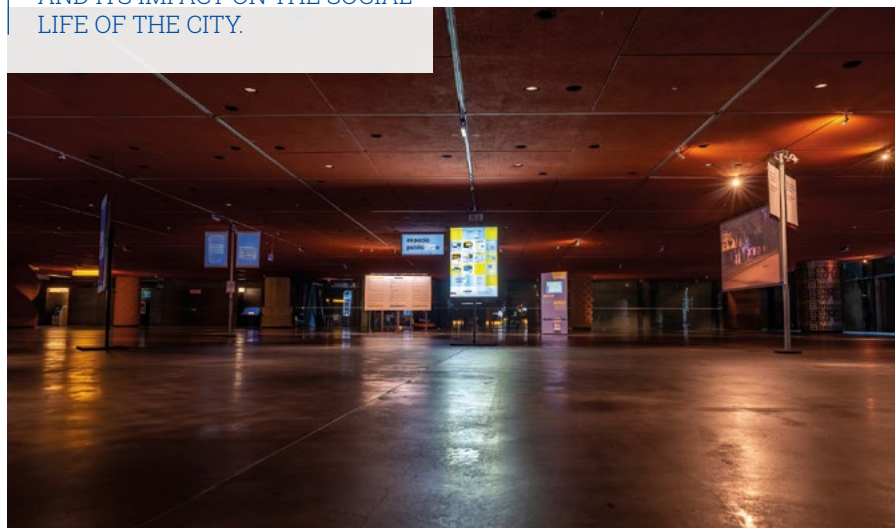
VISUAL ARTS / EXHIBITION  
DEC. 3, 2020 > JAN. 31, 2021

# Mario Paniego

## *Espacio públic(itari)o*

Komisario Berriak

ESPACIO PÚBLIC(ITARI)O  
PROPOSES A CRITICAL AND  
CONSTRUCTIVE REFLECTION  
ON THE PRESENCE OF  
ADVERTISING IN PUBLIC SPACES  
AND ITS IMPACT ON THE SOCIAL  
LIFE OF THE CITY.



*Espacio públic(itari)o*

Mario Paniego proposes a review of the impact of advertising in public spaces through the exhibition *Espacio público(itari)o* (public space/advertising space), which will be on display until 31 January in the Atrium of Cultures.

Within the framework of *Komisario Berriak*, a Basque Government programme to support the curating practice and to foster the consolidation of new professionals in the art world, Mario Paniego invites us to contemplate the question as to why advertising is so widespread «that it is impossible to get away from the noise it produces in daily life. It robs a good part of the public and personal space from us. It fills us with stimuli and empties us of ourselves», he assures.

Through this project, Mario Paniego presents the initiatives which have been set up in cities such as São Paulo, Wrocław or Grenoble, to restrict the use of advertising in public spaces and how this has been implemented.

Furthermore, the exhibition brings together the artistic and activist practice of the collectives and international artists *Laura Marte*, *Jason Eppink*, *Maidor López*, *Tony de Marco*, *Dobro* and *Vermibus*, who work on this subject, either using the advertising media for their proposals or the public space to generate social reflection.

The exhibition is completed with the pieces by *Irene Cuesta del Cura* and *Eder Gutiérrez*, selected through an invitation open to the Fine Arts students from the University of the Basque Country (UPV) and the IED KUNSTHAL to participate in the project.

As part of the *Espacio público(itari)o* exhibition project, Mario Paniego undertook on 27 November, coinciding with Black Friday, an activity in the streets of Bilbao and in Azkuna Zentroa, promoting the emptying of advertising from several screens, as fostered since 2014 by the artist Vermibus through the NOADDAY initiative in line with the Buy Nothing Day movement.



**MARIO PANIEGO** (Bilbao, 1978). With an degree in Fine Arts from the University West

of England, he completed his doctoral studies at the University of the Basque Country, where he earned a Diploma in Advanced Studies in Art Theory and Practice. He went on to earn a Master's Degree in Design Management (University of the Basque Country) and a Master's Degree in Cultural Management (University of Alcalá de Henares).



December 3, 2020 > January 31, 2021

Atrium of Cultures

Free admission



**Round Table**

*Espacio público(itari)o*

January 20, Wednesday

6:00pm

Mediateka. TK202

Free admission prior register on [azkunazentroa.eus](http://azkunazentroa.eus)

Participating:

- **Pablo Vilá**. Comunitac CEO
- **Tomás del Hierro**. Bilbao City Council Public Space Area Director
- **Karmele Herranz Pascual**. PhD in Social and Environmental Psychology, and Specialist Researcher in Urban Comfort at TECNALIA Research and Innovation
- **Ula Iruetagoiena**. Architect and professor at UPV/EHU



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