

ENGLISH

JANUARY FEBRUARY MARCH 2021



AZKUNA
ZENTROA
ALHÓNDIGA
BILBAO

society and
contemporary culture

Bilbao

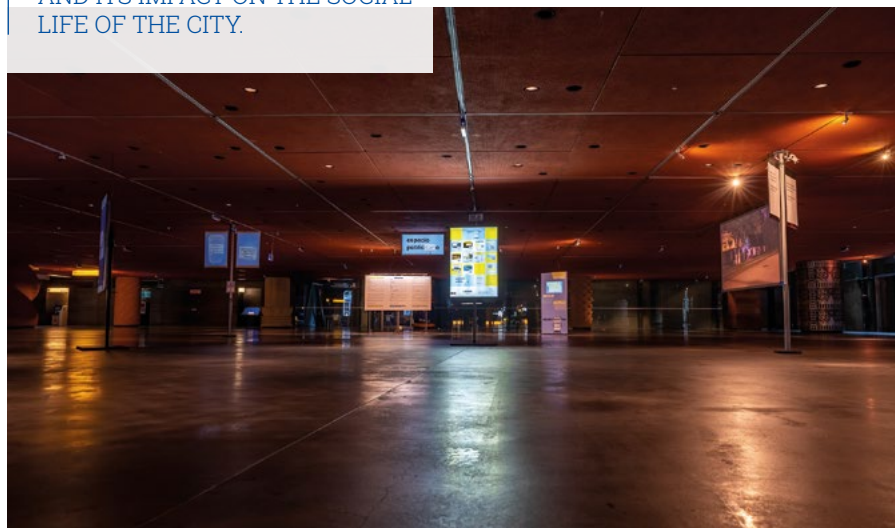
VISUAL ARTS / EXHIBITION
DEC. 3, 2020 > JAN. 31, 2021

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*, *Maidier 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

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



 mariopaniego.com