



society and contemporary culture

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PROGRAMME  
ENGLISH

JULY AUGUST SEPTEMBER 2021



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DIGITAL CULTURES / VIRTUAL REALITY INSTALLATION  
SEPT. 16 (Thu.) > OCT. 10 (Sun.)

# Iker Vázquez

## *Az Reality Lab*

«**AZ REALITY LAB** IS A TEMPORARY SPACE FOR WORK AND REFLECTION ON THE ROLE PLAYED BY WOMEN IN THE ART WORLD BASED ON RESEARCH INTO THE CREATIVE AND EXHIBITION POSSIBILITIES OF AUGMENTED REALITY TECHNOLOGIES...»



Iker Vázquez presents *Az Reality Lab* the artistic and technical research project carried out within the framework of Babestu. Extraordinary Support Programme for Contemporary Creation.

Based on the concept of the muse and its counterpoint, it aims to “foster the visibility of female creators and develop new representations, displaying references to promote equality through the construction of one's own image”, as the researcher explains.

To that end, Iker Vázquez has developed a process of articulation of thought and dialogue with women artists, the end result of which is the self-representation of each artist. At the same time, and with the purpose of creating hybridisations between art and new technologies, he has “engineered” a Reality Laboratory. “It is an ephemeral space for experimentation and creation of extended reality, geared towards the investigation of its technical and expressive potential”, he proposes. “The formalisation of each portrait will be carried out by scanning the artists in 3D and displaying them by means of markers which, when focused using the camera of a mobile phone or tablet, can be viewed in augmented reality”.

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September 16 – October 10  
Free admission  
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**IKER VÁZQUEZ** Artist, researcher, designer, programmer and knowmad, he is above all a creator who works on projects which connect the past and the present through research and compilation, developing processes and devices that

combine the analogue and the digital, and talking about the global from a local perspective. His works and projects emanate from the conception of art as a tool for questioning and experimentation. In recent years he has focused on ephemeral installations in public spaces using different techniques and experimental methodologies. To this end, he has used photoluminescent paint, created urban games, changed the usual uses of advertising elements and sought connections with local agents to develop participatory projects.