

EASY READING GUIDE



MARISA GONZÁLEZ

A Generative Way

Azkuna Zentroa – Alhóndiga Bilbao, in collaboration with Asociación Lectura Fácil Euskadi, publishes an Easy Reading Guide for each exhibition.

Its contents are drafted in clear simple language, designed to be understood by people with reading or comprehension difficulties.

TITLE: A Generative Way

ARTIST: Marisa González

VENUE: Azkuna Zentroa (Exhibition Hall)

DATE: From 29 October 2025 to 18 January 2026

THE ARTIST

Marisa González was born in Bilbao in 1943.

She is 81 years old and lives in Madrid.

She studied piano to degree level

at the Bilbao Conservatory

and graduated in Fine Arts

from the Complutense University of Madrid.

She has also studied at art institutes

in Chicago and Washington, USA.

Marisa González is a **multimedia** artist.

She was a pioneer in the use

of new technologies in her work

during the 1970s.

She was granted the Velázquez Arts Award in 2023.

Her works have been shown at numerous museums
and are part of many collections.

She has held over 60 solo exhibitions

and 150 joint exhibitions.

She has exhibited at the Venice Biennale,
Museo Reina Sofía and Tabacalera in Madrid,
and at the CCCB in Barcelona.

Her name also appears

in many publications on art.

Marisa González's work is related to feminism,
remembrance and **industrial archaeology**,
recycling and ecology, **social exclusion**
and vulnerability.

Multimedia: simultaneous use of different media such as images, sound, and text to convey a message.

Industrial archaeology: a branch of archaeology that studies the past through the remains of industrialisation: factories, machinery, etc.

Social exclusion: a situation that hinders an individual or group from participating fully in society. Exclusion may arise from discrimination, poverty, or other causes.

THE CURATOR

Violeta Janeiro Alfageme is the **curator** of this exhibition.

She was born in Vigo in 1982.

She is Doctor of History of Art by Santiago de Compostela University.

Her work focuses on women's movements resisting the Spanish dictatorship and on collaborative and community-based projects.

She has co-curated exhibitions at the Museo Reina Sofía and CA2M in Madrid and the MUAC in México, and has taken part in projects in Vigo and Hannover.

Curator: a person responsible for selecting the works for an exhibition. She is a specialist in the subject and develops a theoretical discourse on what is displayed.

THE EXHIBITION: Marisa González's Work

This exhibition offers an overview of the work of this visual artist over the past 50 years.

It features around 20 of her most significant works and projects.

Marisa González works with communication technologies and image reproduction.

Therefore, she uses photocopiers, photography, video, and computers in her creations.

From the beginning of her career
Marisa González chose to work
with machines to explore
the creative possibilities
they offered.

She has made machines and technology
a means of critically reflecting on reality
and the present.

The way she creates art
is “generative”, not replicative.
In other words, she does not use technology
to produce faithful copies of reality,
but to experiment and
and create images shaped
by chance or error.

THE EXHIBITION: “A Generative Way”

Azkuna Zentroa-Alhondiga Bilbao
hosts this exhibition in collaboration
with the Museo Reina Sofía.

The exhibition of Marisa González’s work
has been on display at this Madrid museum
from May to September.

It is now on display in Bilbao,
in an expanded version
that highlights some
of Marisa González’s projects,
which explore the local and the everyday.

The exhibition includes part of her work “Nuclear Lemóniz” and the project related to the Harino Panadera factory in Bilbao.

“La Fábrica (1999-2000)”

is an audio-visual project that includes photographs and videos. They recount historical events and collective memory through the closure of the factory that for a century supplied the people of Bilbao with daily bread.

The “Luminarias” installation is part of this work.

It includes lamps recovered from the old factory, books of the company Board of Directors, or family books of the employees.

The names and occupations of these people are heard through a voice, as an expression of the labour exploitation and **patriarchal** organisation of the company.

Patriarchal: it refers to a society or social group in which authority is held by men, and women play little or no significant role in political, social, or economic life.

Bilbao

MUSEO NACIONAL
CENTRO DE ARTE
REINA SOFIA

AZKUNA
ZENTROA
ALHÓNDIGA
BILBAO