

Rad'Art Project

Clàudia Del & Jaume Clotet

2017

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Artistic formation

2012 - 2016 Graduated in Fine Arts
Fine Arts Faculty, University of Barcelona. Barcelona, Spain.

Exhibitions

2017 (TBA) (Untitled). etHALL Art Gallery. Barcelona, Spain.
Puertas abiertas BilbaoArte. BilbaoArte Foundation. Bilbao, Spain.

2017 *Trece _____ para una alteración*. Sala Usurpada. Barcelona, Spain.

2016 *Enésima Intempestiva*. Àngels Barcelona Gallery. Barcelona, Spain.
"New". ArtEZ. Arnhem, Holland.
Nuevas perspectivas. Infarto en Shangai. Barcelona, Spain.

2015 *NeoGroupie*. Solo show in SIS Gallery. Sabadell, Spain.
La Gran Il·lusió. Sala d'Art Jove. Barcelona, Spain.
Cuerpo_Residuo. Plaga Festival. Barcelona, Spain.
Biennial de Valls. Valls Museum. Valls, Spain.

Grants, residencies and awards

2017 Artist in residence - BilbaoArte Grant. BilbaoArte Foundation. Bilbao, Spain.

2015 Special mention/award to young artist. Valls Biennale - Guasch Coranty
Foundation. Valls, Spain.
Artist in residence in The Sound Exchange program. Staying in Copenhagen,
Denmark and Tbilisi, Georgia.
Sala d'Art Jove project award. Sala d'Art Jove. Barcelona, Spain.

Clàudia del Barrio Gómez
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Artistic formation

- 2016** Gallerist assistant
LOOP Fair Barcelona.
Representing Mendes Wood DM. São Paulo, Brasil.
- 2015 - 2016** Curator assistant
The Green Parrot. Barcelona, Spain.
- 2012 - 2016** Graduated in Fine Arts
Fine Arts Faculty, University of Barcelona. Barcelona, Spain.

Exhibitions

- 2017 (TBA)** (Untitled). Sala d'Art Jove. Barcelona, Spain .
Puertas abiertas BilbaoArte. BilbaoArte Foundation. Bilbao, Spain.
- 2017** *Trece _____ para una alteración*. Sala Usurpada. Barcelona, Spain.
- 2016** *New 2.0*. Carrer Girona 120. Barcelona, Spain.
Flash Sessions #2. Fine Arts Faculty. Barcelona, Spain.
Arxiu sobre la privacitat pública. Fàbrica Fabra i Coats. Barcelona, Spain.
- 2015** *Flash Sessions #1*. Fine Arts Faculty. Barcelona, Spain.

Grants, residencies and awards

- 2017** Sala d'Art Jove project award. Barcelona, Spain.
Artist in residence - BilbaoArte Grant. BilbaoArte Foundation. Bilbao, Spain.
- 2016** Artist in residence - Fàbrica de creació Fabra i Coats. Barcelona, Spain.

Recent works

See Time Go By

2017

Video installation - 15' loop video

Retro-projection on screen, grass *pouffe*,

two grass pillows

Variable measures



See Time Go By is formed by images of clouds extracted from Google image search engine and its respective photographic collages based on what we imagine looking at them.

The video is meant to be visualized from an artificial grass installation, that includes a pouffe and two pillows.



This set is an ironical narrative about the dissolution between entertainment and procrastination in the technological/virtual/artificial era that we live, since our spare time is often kidnapped by a false idea of freedom and multiple economic interests.



Artificial grass *pouffe*
50x200x70 cm

State Of Mainstream



State of Mainstream - Mark Leckey (2017)

Four printed canvas, plastic bars and rings 200 x 90 x 90 cm

Video installation that can be understood as a puzzle, in which various pieces and elements shape a fragmented vision of the contemporary mass culture: the *mainstream*.



State of Mainstream - H&M (2017)

video still - 30' video

Installation pieces:

State of Mainstream - Mark Leckey
Printed canvas, plastic bars and rings.
Pictures remixed from Mark Leckey's Big Box Statue Action.

State of Mainstream - H&M
30' video containing H&M models from campaigns such as Casual and Modern, It's Sandal Season, The Frill Seekers, Divided, Trend, L.O.G.G. and many more.

State of Mainstream - Trance tutorial
Music by "how to make Trance" tutorials from Youtube, 30' sound session.

How To Get More Followers

This edition of 50 is a sports scarf that shows a typical audio from the Soundcloud music and audio platform. The audio is a remix made of texts from bots/spam websites that explain how to increase our followers in all social media platforms.

How To Get More Followers is structured as a caricature of the auto-propaganda logic of social media platforms, in which aesthetics and appearance - superficiality, insistence - are considered important for the users that want to be liked and get as many followers as possible.



Sports scarf, 20 x 140 cm - Edition of 50

Selected individual works



/playlist (2016), Clàudia Del

/playlist is a Spanish dictionary transformed into a video playlist, in which every definition has been replaced by a personal video - in order to reflect about the problematics and legitimacy of language upon reality. // Project in progress with Sala d'Art Jove 2017.



NOGYM (2016), Jaume Clotet

NOGYM is an artistic project in video format that addresses the consumption and reception of sporting images through screens and technological devices. The video clip format allows agility and humour to the artistic reflection, and offers an attractive entrance to a wider audience.

Line of work

Our artistic practice reflects on how the Internet and technological devices coexist with humanity and affect our everydayness. Keeping an ironic and playful approach, we create visual narratives that lead us to explore the dissolution between the digital and the real; to challenge and caricature the media and its representation and to distort the meaning of entertainment.

The *Millennials* generation (those born around the 90's, such as ourselves) have internalised the mass media dynamics: our identity as subjects can be understood as a database; we communicate following the mediatic logic of entertainment -speed, superficiality and visual impact- and show our lives through auto-propaganda.

With the radio and television there was a communicator and a massive amount of receptors: the audience. With the appearance of the Internet, these roles started to dissolve: the audience transformed into users, that now consume and produce content at the same time.

The contemporary subject has become an hybrid between a *voyeur* and a *gamer* of the massive mediatic spectacle.

SiteHype

Our proposal is to inhabit a territory in two different ways: from a virtual/digital dimension and from a “real” dimension. Through producing an expectation -understood as a hype*- , we want to explore the limits between the virtual and the real, reflecting with a sense of irony about how a physical territory is represented from the technological/digital perspective.

SiteHype is a new project that will focus on the vision and social and individual experience of the territory: our work material will be based on generated content from the users (inhabitants and visitors) and content directed to the users of the territory (provided by the mass media, companies, institutions, etc.).

The project reframes in a radical level the dissolution between what is digital and real, since it is presented as a living and creating method.

It follows an absurd artistic reflection facing the (im)possibility to compile a 1:1 scale archive. It revolves around the expectations created in base of the limit between reality and the virtual world, which is the main focus of interest in our practice.

(*) This concept refers to consuming an excessive amount of publicity or information about something in order to cause a preconceived idea and a desire.

Our project follows many phases of creation and experimentation. Through Internet access we will gather an archive about the territory, that will serve us to create pieces that reflect about the expectations and preconceived ideas that the territory generates. At the same time, we will focus on the previously created hype in order to initiate drifts in the territory - to provoke new layers of meaning in the archive.

We believe that *SiteHype* works as an expanded archive. It is sort of a disordered constellation of knowledge in which the data that flows in it has diverse layers of reading and interpretation. That is why the archive will be formalized as diverse pieces (both objectual and audiovisual) and installative ideas (intended to be shown on an exhibition), since the project itself follows a multi-directional process.