

Fito Conesa

Maximizing the Audience

13 – 25/11/2018

LOOP Barcelona 2018

12 – 22/11/2018

Press release

The Fundació Joan Miró is taking part in LOOP Barcelona 2018

In the 16th edition of the city's video art festival, the Fundació Joan Miró will present *Maximizing the Audience*, a film by the artist Fito Conesa.

This is a documentary in which two seemingly unconnected stories are interwoven: on the one hand, the process of creating the choral piece that Conesa presented at the Fundació's Espai 13; and on the other hand, a journey by car visiting some of the places on the mythical *Ruta del Bakalao* as they are today. This route consisted of a string of clubs on main roads on the outskirts of Valencia in the late 1980s and early 90s.

This year, the Han Nefkens Foundation and LOOP are organising a prize for the production of a new work with the participation of the Fundació Joan Miró. The award is open to artists of Asian origin and the winning project will be shown in the exhibition rooms of the Fundació Joan Miró during the next edition of the festival.

Barcelona, 12 November 2018. The Fundació Joan Miró will take part in LOOP Barcelona 2018 by projecting the film *Maximizing the Audience*, a documentary by Fito Conesa (Cartagena, 1980), which completes the project with which the artist opened the programme of exhibitions for Espai 13 this year.

In *Our Own Path Remains* – the first exhibition in the series *A Monster Who Tells the Truth*, curated by Pilar Cruz – Conesa takes the Estonian composer Arvo Pärt as his point of departure for exploring the creative potential of crisis. As the core of his project, the artist composed a piece of music for two double basses and voice in collaboration with the Cor Jove de l'Orfeó Català. Conesa's video documents the remarkable process of creating the choral part of this work, which inverts the customary roles of composers and singers: directed by Esteve Nabona, the members of the choir worked on the vocal score as a group, starting from the instrumental composition of the artist.

Once again, Arvo Pärt is the thread that links the process of creating this musical piece with a second seemingly unconnected story: a road trip by car that takes in what remains of some of the places on the legendary *Ruta del Bakalao* of the 1990s. In the late 1960s, the Estonian composer suffered an artistic and spiritual crisis that forced him to abandon the creative path he had followed. For nearly ten years, Pärt devoted himself almost exclusively to studying the roots of Western music. When this ascetic period of his life came to an end, not only was the composer able to be productive once again, but he also succeeded in shaking up highbrow music by creating a new musical paradigm and inventing a genre – holy minimalism – which spawned one of the most important movements in contemporary music. Years later, people were dancing to minimalism in clubs thanks to the remixes played by DJs on the *Ruta del Bakalao*. Conesa's film seeks to capture the moment when highbrow music sneaked onto the dance floor and merged with the transcendental experience of the journey, of the route as a spiritual itinerary.



Google Street View of the club *The Face*, Valencia

Han Nefkens Foundation Video Art Prize – LOOP 2018

This year, the Han Nefkens Foundation and LOOP are organising a prize for the production of a new videoart work with the participation of the Fundació Joan Miró. The award, which is worth \$15,000, is open to projects by artists of Asian origin or nationality and its aim is to strengthen and consolidate the careers of candidates who have promising artistic profiles with an international perspective. The prize winner will be chosen by an international jury comprising Hans Ulrich Obrist (Artistic Director Serpentine Galleries), Barbara London (Independent Curator), Marko Daniel (Director Fundació Joan Miró), Emilio Álvarez (Co-Founding Director LOOP Barcelona) and Han Nefkens (Collector and Founder of the Han Nefkens Foundation). The winner will be announced on the first day of LOOP Fair, the annual meeting point for artists, collectors, gallerists and curators specialising in the moving image, Novembre 20th. The award-winning work will be added to the collection at the Fundació Han Nefkens, and it will be shown in the exhibition rooms of the Fundació Joan Miró during the next edition of the festival.

LOOP Talks 2018

For his part, Marko Daniel, director of the Fundació Joan Miró, will be one of the speakers in LOOP Talks 2018. On 22 November, he will be in conversation with Barbara London on the subject of *Made In China: The 'Whereabouts' Of Moving Image Production In Asia*. London and Daniel will examine the work of emerging Chinese video artists – influenced by the internet and the new audiovisual languages – with reference to the work produced by the previous generation, which was shaped by the Cultural Revolution and the limited means at their disposal. To be specific, the speakers will consider the ideas and motives behind the productions of artists such as Zhang Peili, Song Dong, Xu Zhen, Cao Fei and Lu Yang, among others.