

PORTADORES

THE IMAGE IN THE EXPANDED FIELD OF THE BODY

Almudena Lobera & Isabel Martínez Abascal

THE BRONX MUSEUM OF THE ARTS 1040 GRAND CONCOURSE, BRONX NY 10456-3999 T 718 681 6000 F 718 681 6181

WWW.BRONXMUSEUM.ORG

BRONXMUSEUM

Description of the Project

Portadores (Carriers). The image in the expanded field of the body, is an artistic project whose medium is ink on living bodies. Drawings created by the artist Almudena Lobera are tattooed on people's skin by the architect Isabel Martínez Abascal. The works thus reached their final state and the initial paper drawings are destroyed.

This project purposely calls into question the material form of an artwork and explores social and relational notions. The execution of the *drawtattoos* (drawings-tattoos) requires the collaboration of a viewer, who becomes an integral part of the work. The project gives new value to the concept of a unique artwork in contrast to that of reproducibility; an ephemeral piece whose life does not extend beyond that of a human existence. It also questions the idea of ownership in the context of the art market. The results are unique, non-exchangeable artworks, which are conceived as non-commercial. Each of the unique drawings belongs to an individual who is indelibly merged with the work. Artwork and body are *incorporated*, so to speak.

Portadores also explores the concept of authorship, working at three concatenated levels: the authorship of the mind that conceives; the hand that executes; the body that gives support to the image. The two-dimensional image is originally a graphite drawing on paper, it goes through a process of adaptation under the new technique, consequently suffering distortion in the person's body and then lives its own life in the real world.

Portadores in New York

The project started in São Paulo (Brazil), where twelve people became *portadores* of the twelve artworks. Following the interventions performed in São Paulo, *Portadores* is now shown in documentary format (photo and video) as it continues to expand. Each exhibition of the project features a new drawing that can be acquired by a volunteer of the city in which the event occurs, repeating the performative ritual of transforming a work on paper into a work on skin in the gallery or exhibition space.

Portadores was exhibited in La Casa Encendida (Madrid), in Espai Cultural Caja Madrid (Barcelona), in Galería Diablo Rosso (Panamá)—where *portador* #13 was included—, in Centro Cultural de España en México (Mexico City)—where *portador* #14 was included—and now in New York, NY where we will add the *portador* #15, at The Bronx Museum of the Arts, within the 1040 LOUNGE program.

The final performance event will take place on April 25th with the presence of the public. On the same day, Almudena Lobera and Isabel Martínez Abascal will give a public talk and show documentary material from the previous editions, videos and photos. Artwork #15 will also be documented and included as part of the archive.

Open Call Process + Guidelines

- ↪ All applicants for *Portadores* must be 18 years or older.
- ↪ The artwork may only pertain to and be acquired by a sole *portador*.
- ↪ The *portador* will receive a Certificate of Authenticity for their acquired, original artwork.
- ↪ Applications are being accepted between March 24, the date of launching the 15th drawing, through April 12.
- ↪ All interested parties must fill out an application form, which will be available online at both The Bronx Museum of the Arts in New York (www.bronxmuseum.org/events/1040-lounge-portadores) and the *Portadores* official website (www.portadores.net).
- ↪ Applicants may download, complete and submit the form via email: portadores.ny@gmail.com
- ↪ Completion and submission of application does not guarantee participation as a *portador*.
- ↪ The selection of *portador* #15 will be made by the authors of the project and will be announced before April 22, 2014 on the aforementioned websites.

Portador Agreements + Participation / Event Details

- ↪ The *portador* will acquire the final work by placing his/her own skin as support.
- ↪ The transfer of the drawing to the body will take place on Friday, April 25th, 2014, from 6:30 to 9pm, in the 2nd Floor North Wing of The Bronx Museum of the Arts, New York, 1040 Grand Concourse, Bronx, NY 10456.
- ↪ The *portador* will grant permission to be filmed and photographed during this event, thereby allowing the documented material to be exhibited and used for promotional purposes as part of the project. A release form will be provided and must be signed by the participant.
- ↪ The identity and image of the *portador* may be disclosed in future exhibitions of the project.

COMPLETION OF THE FORM CONSTITUTES THE ACCEPTANCE OF THE TERMS AND CONDITIONS OF THIS PROJECT.

Acknowledgments: Premio Generaciones—Obra Social Caja Madrid, Residencia Artística FAAP, Centro Cultural de España en São Paulo, Galería Vermelho, Galería Diablo Rosso, INJUVE, OCEMX México, Centro Cultural de España en México, The Bronx Museum of the Arts.

Almudena Lobera & Isabel Martínez Abascal | March–April 2014. New York.

www.portadores.net | www.almudenalobera.com | www.isabelmartinezabascal.com || portadores.ny@gmail.com

The Bronx Museum of the Arts. 1040 LOUNGE program. www.bronxmuseum.org