



Art seen in BCN'18

The creative Barcelona in your pocket

*The "Art seen in BCN" initiative makes you discover
the highlights and the hidden gems
of the artistic production of the year 2018
from your mobile.*

The art scene of Barcelona in 100 images

Every year there is a large number of exhibitions and art events in Barcelona that are worthwhile. Although we are generally presented with artistic production in absolute and global terms, our relationship with art is fundamentally a relationship with local art, which is developed in the day by day of our city and only occasionally translates into a visit to a international museum, during a holiday.

**“Our relationship
with art is
fundamentally
a relationship
with local art”**

Through our work of communication and documentation with Artssspot.com and Opening BCN, we have seen the emergence of **a fresh image of art in Barcelona with an unique identity** that we would like to reflect and bring closer to new audiences.

Under the initiative "Art seen in BCN 2017", **100 art spaces and more than 100 artists** come together in a **playful vote** that reviews Barcelona's artistic production in 2018. Rather than establishing rankings, the vote intends to

make users discover the art of the city in a modern and participatory format.

If the public does not come to art, art goes to the public

It is a debate that resurfaces again and again: Is art for the elite? A myriad of initiatives claim as an objective "**the democratization of art**" but seldom does it really reach beyond the threshold of the usual public of the sector.

The reasons for this are multiple, but one aspect, that surely plays a role, is the format in which art is presented in the exhibition context, which can discomfort users not used to that environment. The current public is accustomed to being able to form their own opinions and access content in a friendly, casual and immediate way.

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"**Art seen in BCN**" is conceived as an **audience development** initiative that makes use of **new technologies** to put the user at the center.

A modern way to present art

We have developed the initiative "Art seen in BCN" based on the desire to present art in a format that adapts to the user, not the other way round. At the heart of the project we propose the following principles, extracted from an exercise of design thinking:

- **Reflect the diversity of local art and help the user to discover it**
- **Address multiple definitions of art without prioritizing one over the other**
- **Cross disciplines to serve each other as a bridge**
- **Establish "I like / do not like" as the basic relationship**
- **Offer a friendly and modern experience making use of new technologies**

New technologies have profoundly changed how we inform ourselves and how we spend our free time. The net not only allows immediate access to information, but also reaches out directly to the individual, invites her to participate and ask for her opinion in one-to-one conversations; and that is something that rarely happens in the context of exhibition spaces. In this sense "Art seen in BCN" wants to complement the offer and the efforts of the exhibition spaces of the city, awakening the curiosity of the public and facilitating the discovery of the creative sector in Barcelona.

The initiative "Art seen in BCN '18"

Artssspot in collaboration with Opening BCN has pre-selected **100 works of art** that we have seen in 2018. We have calibrated the selection of spaces and disciplines to achieve a **transversal mix**.

The selection will be open to votes from **1-31 January 2019** and the **25 most voted** works will be visible in an online exhibition from February 1 and throughout the year 2019.

Voting works with **Tinder-style mechanics**, the user marks as favorite or discards with a simple gesture. The design offers a clean and intuitive interface and is implemented as responsive, so that it can be viewed on any device.

The "Art seen in BCN '18" initiative is conceived to achieve an exponential broadcasting and cross audiences of all the creative sector of Barcelona. We have the official support of the following organizations: **Poblenou Urban District**, **A-FAD**, **Art Barcelona** Associació de Galeries, **Gremi de Galeries** d'Art de Catalunya, **Young Gallery Weekend** and **Districte Cultural de de l'Hospitalet**.

Among the spaces that participate there are

- **43 galleries**
- **20 independent art spaces** and civic centers
- **16 museums**, foundations or other institutions of the city
- **21 others** (public space, artists' studios, businesses, schools, etc.)

The selected works belong to the following disciplines

- **53% contemporary art**
- **17% photography**
- **10% design**
- **10% illustration**
- **10% urban art**

Of the **artists who participate more than 60%** are from or live in **Barcelona**.

Url of the initiative: <https://artseeninbcn2018.artssspot.com/>

For a preview access go to <https://artseeninbcn2018.artssspot.com/?premsa> and enter with the following data: **user**: premsa, **password**: arte18pre

About us

Artssspot

Artssspot (<https://www.artssspot.com>) is the **transversal art and design agenda** of Barcelona. We make it easy to discover and connect with the artistic production of Barcelona according to your tastes and preferences. In addition to the agenda, we regularly develop projects that aim to close the gap between art and the general public.

Visits to the web: 24,282 page views during the month of November 2018

Facebook: <https://www.facebook.com/artssspotBCN> more than 6000 followers

Twitter <https://twitter.com/doartystuff>, more than 1500 followers

Instagram: <https://www.instagram.com/artssspot/> more than 1300 followers

Opening BCN

Opening BCN's main objective is to **register and disseminate events of the creative industry** and the art market, mainly documenting these events for consumption **on social networks**. In this way we contribute to propagate to the world in real time what is happening in the effervescent circuit of Barcelona's art.

Facebook: <https://www.facebook.com/opening.bcn> more than 3000 followers

Instagram: <https://www.instagram.com/openingbcn/> more than 1600 followers

The artists who participate in alphabetical order

Agnès Pe
Alejandra Atares Abad
Alejandra Carles-Tolrá
Alex Grahovsky
Alfredo Palmero
Allora & Calzadilla
Álvaro Sánchez-Montañés
AnaHell
Antoni Miralda
Barcelona Mata
BToy
CaboSanRoque
Cane
Cesar Biojo
Charlotte Yonga
Christian García
Cristina Daura
Cristina de Middel
& Bruno Morais
Daniel G. Andújar
Daniel Orson Ybarra
Daniel Páez Fernández
David Salcedo
Diego Ballestrasse
Dilka Baer
Eduardo Marco
El Puto Ken
Elisa González
Eva & Franco Mattes
Francesco Arena
Françoise Nielly
Gema Polanco Asensi
German Portal
Gloria Regal
Holly White
Jacky46
Jay Bisual
Joan Cabrer
Joan Negrescolor
Jonathan Millán
Jordi Veciana

Julia Llerena
Juliane Hundertmark
Julie Devisme
Karenina Fabrizzi
Katy B Plummer
Kenichiro Ishiguro
Kenor
Kram
Laia Arqueros
Lara Fluxa
Laurenz Berges
Llorenç Barber
Lorenza Böttner
Louise Despont
Luis Bisbe
Magda Cwik
Mai Blanco
Marcos Àvila Forero
Marcos Palazzi
Marie-Françoise
Prost-Manillier
Mariya Alipieva
Martin Del Litto
Melanie Smith
Mia Perlman
Miguel Porlan
Octavio Herrera
Pablo Harymbat
Pablo Varela & Leah Fresneda
Pablo Vindel
Pamen Pereira
Paola Idrontino
Pedro Cabrita Reis
Pere Llobera
Perrine Honoré
Pinassa
Quim Vives
Rafael Triana
Roger Ballen
Roger Grasas
Sabine Finkenauer

Salvador Juanpere
Sasha Ansensio
Shōmei Tōmatsu
Silvia Hornig
Sixtine Jacquart
Socatoba
Sònia Toneu
Sophie Aguilera
Spogo & SIXE
Tof.One
Toni Molins
Tuíke Souza
Túlio Pinto
Viviana Guasch
Vuelasolayhombrepez
Xavier Ristol
Ximena Pérez Grobet
Yago Hortal
Yara Said
Yomuto

Spaces in alphabetical order

<i>Àcid Sulfúric</i>	<i>Filippo ioco Gallery (Art Lover Ground)</i>	<i>Miscelanea</i>
<i>ADN Galería</i>	<i>Foto Colectania (Art Photo Barcelona)</i>	<i>MNAC</i>
<i>Àmbit Galeria d'Art</i>	<i>Fousion Art Gallery</i>	<i>Montana Gallery</i>
<i>Ana Mas Projects</i>	<i>Fundació Antoni Tàpies</i>	<i>Montoya</i>
<i>Ana Yael Gallery</i>	<i>Fundació Joan Miró</i>	<i>Museu Can Framis</i>
<i>Anaglifos Art Factory (Escalera de Incendios)</i>	<i>Fundació Suñol</i>	<i>Museu del Disseny</i>
<i>Arnau Gallery</i>	<i>Fundación Contorno Urbano</i>	<i>Mutuo Gallery</i>
<i>ArtDealProject</i>	<i>Fundación MAPFRE</i>	<i>N2 Galería</i>
<i>Arte Aurora Galería</i>	<i>Galería Contrast</i>	<i>Nogueras Blanchard</i>
<i>Artevistas Gallery</i>	<i>Galería Cromo</i>	<i>Nourroom</i>
<i>Arts Santa Mónica</i>	<i>Galeria Dupressior</i>	<i>Nowhereman Press</i>
<i>Artur Ramon Art</i>	<i>Galeria Esther Montoriol</i>	<i>Olivart Art Gallery</i>
<i>Atelier Pilar Güell</i>	<i>Galería Joan Prats</i>	<i>Piramidón Centre d'Art</i>
<i>Bacanal Café</i>	<i>Galería L&B</i>	<i>Contemporani</i>
<i>Base Elements Urban Art Gallery</i>	<i>Galería RosarioSantaCruz</i>	<i>POP UP Borne</i>
<i>Bien Cuadrado (Tangent rojects)</i>	<i>Galeria Senda</i>	<i>Projekteria Art Gallery</i>
<i>Blueproject Foundation</i>	<i>Galería Zielinsky</i>	<i>Sala Parés</i>
<i>Bombon Projects</i>	<i>Grisart Escola Internacional de Fotografia</i>	<i>Taller de cerámica</i>
<i>CAGE</i>	<i>Haimney</i>	<i>Vuelasolayhombrepez</i>
<i>CCCB</i>	<i>Halfhouse</i>	<i>Taller Pinassa</i>
<i>Centre Cívic Can Felipa</i>	<i>Homession</i>	<i>Trama 34</i>
<i>Centre Cívic Guinardó (Striptart)</i>	<i>Hotel Brummel (Miscelanea)</i>	<i>Utopia Markets</i>
<i>Centre Cívic Pati Llimona</i>	<i>ilmondo Galería</i>	<i>Victor Lope Arte</i>
<i>Centre d'Art Tecla Sala Cordova</i>	<i>Imaginart Gallery</i>	<i>Contemporáneo</i>
<i>El Arca</i>	<i>imaginCafé</i>	<i>Villa del Arte Galleries</i>
<i>El Diluvio Universal</i>	<i>Juan Naranjo Galería de Arte & Documento</i>	
<i>El Quadern Robot</i>	<i>La Capella</i>	
<i>Escola Massana</i>	<i>La Casa Elizalde</i>	
<i>Espai AnGram</i>	<i>La Llama</i>	
<i>Espai de fotografia Francesc Català-Roca</i>	<i>La Place</i>	
<i>Espai Souvenir</i>	<i>La Plataforma</i>	
<i>Espai[b]</i>	<i>La Virreina</i>	
<i>Espronceda</i>	<i>La Xina A.R.T.</i>	
<i>Fabrica Lehmann</i>	<i>LAB36</i>	
<i>Fatbottom</i>	<i>MACBA</i>	
<i>Fifty Dots Gallery</i>	<i>MEAM</i>	
	<i>Mecànic</i>	

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