



PRESS RELEASE

HEADLINES

Ús Barcelona to become Street Art's meeting point in Barcelona.

Ús Barcelona will take place on February 1st 2014 at Barcelona's Encants Vells.

Ús Barcelona will give social purpose to unused urban spaces.

Top street artists working in Europe will have in Ús Barcelona an exceptional meeting point.

Around 50 artists will take part in the event.

Unused urban space will be reclaimed and repurposed.

The event will showcase creative ideas, new prospects and emerging art.

It will be a participative and interactive festival, open to citizenship.

Local organizations, galleries and artistic collectives will take part in the event.

P R E S S R E A L E A S E

Urban Art is, amongst contemporary artistic trends, the most transforming and dynamic. Adding to its freshness, ability for criticism, and transgression, the movement has lately erupted with a surge of growing quality and global influence.

Barcelona was once one of the most relevant European capitals in the world of Urban Art; on its walls could be found pieces of extreme quality and famous signature. After a long period during which the city and its policies seemed to turn their back on this art, it seems something is again moving in Barcelona. Encompassing some initiatives and district level projects, we are proud to finally present a large format, citywide event that will be a turning point in the claim that Barcelona's citizenship deserves to once again enjoy art in its streets.

On February 1, will be devoted to the release of a good dosage of art into the streets. The space previously occupied by the now relocated market will turn into a showcase of creative ideas and an opportunity to discover the most transforming emerging art. All in all, a cradle of new ideas, formats and artistic trends within reach of the whole city.

Aiming to become one of the key appointments for Urban Art lovers in the city and beyond. Its primary goal is to provide a suitable loudspeaker for this artistic trend as well as regaining the avant-garde space it deserves. With such a mission in mind, a live exhibition featuring the most relevant local and foreign artists will take place in a now useless space brought back to life for the occasion.

The event has been thought of from a global perspective, adding to the showcasing of the creative process for Street Art murals, structural formats or interactive experiences; the program includes participative labs and workshops, art exhibition and market space and the presence of galleries and other collectives related to the art world.

Adding to the hands on experience provided by labs and workshops, users will be able to engage with the event in a more festive way in an event meant for the whole of Barcelona's citizenship.

Music performances and urban sports exhibitions will take over a reserved area reminding us of how public space is also destined to house such activities.

GOALS

Bringing urban art closer to all kinds of audiences.

Becoming an unmissable events for urban art lovers in Barcelona.

Bringing urban art back to the forefront space it deserves.

Recovering the usability potential of urban spaces which have lost their social function on account of developmental changes.

ACTIVITIES

WORKSHOPS led by well-known artists in every field.

ART MARKET AND SHOWSPACE. Space dedicated to galleries, guest collectives and some of the featured artists.

UNIVERSITIES. Space reserved for higher education programs in the field of the arts in which students will showcase innovative artistic projects.

INTERACTION. Dynamic workshops, artist collectives that base their work in the active participation of their audience.

BARCELONA CITY COUNCIL **ENDORSEMENT**

Barcelona City Council has seen the transformation of Plaça de les Glòries, a centric location with high symbolic meaning, as a unique opportunity to engage in a new global perspective for the treatment of the graffiti movement in Barcelona.

This vision opens the door to the creation of regulated spaces for the expression and promotion of graffiti as urban art and encompasses citizen participation through organizations, associations and collectives interested in a media that is clearly part of urban culture.

Ús Barcelona, with veteran collective Rebobinart at its helm and Barcelona's City Council's support, is part of this pilot test along with the efforts of the Direcció de Projectes d'Hàbitat Urbà with neighbor organizations to give provisional or temporal uses to the spaces recently vacated due to the ongoing works at Plaça de les Glòries.

Ús Barcelona opens the door to the creation of regulated expression and promoting graffiti as urban art spaces.

REBOBINART

Rebobinart is an organization that, parting from social innovation, aims to change the way the city of Barcelona understands urban art. We have been working in the city for over 4 years through a variety of projects in order to encourage civic participation in public spaces from an artistic point of view.

Projects such as Murs Lliures are obtaining, throughout the city, spaces where anybody can be free to express his or herself artistically. The idea is to recover the vitality of Barcelona's urban art and bring it closer to people.

With this goal in mind, we have also undertaken projects in the social and educational areas. We have set in motion workshops and collective artistic interventions in day centers, penitentiary facilities and mental health centers. On another hand, we bring urban art into schools and educational facilities throughout the city by means of pedagogical workshops for the youngest crowds. We also collaborate with organizations belonging to the city's network of associations, artistic festivals and one-off activities.

The compounded strength of this everyday work credits us to bring forward a large-format urban art festival. Ús Barcelona aims to embody the city's change of mind set towards its urban artists, and the unreserved participation of its citizenship in public spaces. We are looking at a way of showcasing emerging art and the most innovating ideas without ever losing the potential for critical thought and transformation implicit in urban art.

ARTISTS & COLLECTIVES

ALICE
ARIADNA SCHNEIDER
AMAYA ARRAZOLA
BEFORE I DIE (CANDY CHANG)
BOX-ING
BLOBS
BUFF DISS
CHAMO SAN
DANI TORRENT
DAVID DE LA MANO
DOMESTIC DATA SREAMERS
ENRIC SANT
FLORIAN RIVIÈRE
FABORATORY
GIFME
GUIM TIÓ
GURUS
HYURO
ILIA MAYER
IKER MURO
JOAN TARRAGO
MARGA LÓPEZ
O - CABRITA
OCTAVI SERRA
PABLO S. HERRERO
RESKATE ARTS & CRAFTS
RICARDO CAVOLO
RIPO
ROBERTO CIREDZ
SAKRISTAN
SANDRO BEDINI
SPY
SR. X
TXEMY
URBAN KNITTING
VICTOR ASH
WALLPEOPLE
ZABOU

S O C I A L N E T W O R K S



Ús Barcelona



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C O N T A C T

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ORGANIZED



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PLATAFORMA D'ART



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