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SPAIN arts & culture presents **WEMADETHIS.ES**

*A publication of the best of Spain's cutting-edge post-digital creators*



**WHAT/ WHEN / WHERE**

**WE MADE THIS: POST-DIGITAL CULTURE & SPANISH DESIGN**

June 2nd NEW YORK

Governors Island, Building 110

W Ferry Line Rd New York, NY 11231

2:00 pm

**WE MADE THIS: CREATIVITY AND IDENTITY"**

June 7th WASHINGTON DC

Hirshhorn Museum and Sculpture Garden

Ring Auditorium, Lower Level

7:00 pm

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Washington, D.C.- SPAIN arts & culture presents **WEMADETHIS.ES**, a new publication that, for the first time, assembles the new generation of Spanish digital artists in one place. This bilingual edition was coordinated by SPAIN arts & culture and curated by **Héctor Ayuso**, director of the prestigious Barcelona-based **OFFF Festival**.

The 27 design studios that appear in the book introduce us to a new digital universe that is as influenced by traditional art as it is by more cutting-edge works. These young talents have published both their illustrations and video art abroad. To celebrate this great creative moment for Spain, the North American designer, curator and author **Ellen Lupton** will present the Spanish creators **Marta Cerdà** and **BROSMIND** (Juan and Alejandro Mingarro) with the Cooper-Hewitt National Design Museum and the Hirshhorn Museum and Sculpture Garden in Washington DC in a lecture series with world- renowned designers.

### June 2<sup>nd</sup> – Cooper-Hewitt at Governor’s Island, New York

#### ‘We Made This: Post-Digital Culture & Spanish Design’

How does design get made today? The convergence of hand processes, traditional printing methods, and digital production are creating new ways to make and consume media. **Ellen Lupton**, curator of Contemporary Design for Cooper-Hewitt, the National Museum of Design in New York, and one of the greatest experts in Graphic Design in the United States, will moderate the debate along with the curator and artist **Héctor Ayuso**, author of WEMADETHIS.ES. The designers that will participate in the event include **Rodrigo Corral** from the US, **Mike Koedinger** from Luxemburg, **Marta Cerdà** and **BROSMIND** from Barcelona, Spain.

### June 7<sup>th</sup> – Hirshhorn Museum and Sculpture Garden

#### ‘We Made This: Creativity and Identity’

Designers from Spain and the United States will talk about the importance of place in an increasingly interconnected world. How is the creative process affected by nationality or place of birth? **Ellen Lupton** and **Héctor Ayuso** will also moderate the debate in Washington DC. Participants of the lecture series: **Paula Scher**, (Pentagram Studio, New York), **Joshua Davis** (Joshua Davis Studio, New York), **Marta Cerdà**, and **BROSMIND**. Richard Koshalek, Director of the Hirshhorn Museum and Sculpture Garden, and Guillermo Corral, Cultural Counselor, will introduce the event.

*The Post-Digital Lecture Tour is organized by the Smithsonian's Cooper-Hewitt, National Design Museum and Hirshhorn Museum and Sculpture Garden with the Embassy of Spain and Barcelona-based OFFF Festival. The event is part of the SPAIN arts & culture program to celebrate the launching of WEMADETHIS.ES, a book about Spanish post-digital creation culture.*



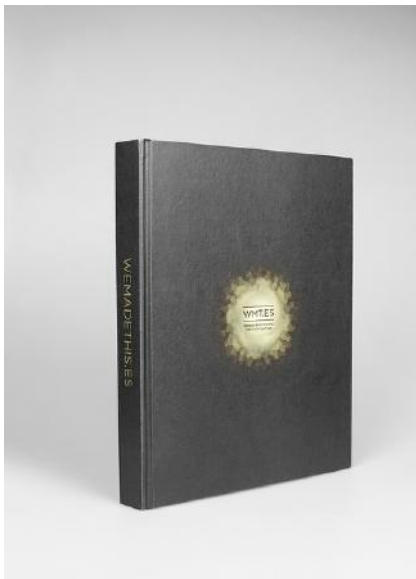
## WeMadeThis.Es

During the selection of the artists these past few months, **Héctor Ayuso**, director of OFFF, a festival dedicated to digital cultures where a new generation of creators has emerged, affirmed the following: as Spaniards we carry in our DNA the “ability to survive”. We understand better than anyone that the way we relate to new technologies is changing. Today the real challenge for the Spanish artists is to look for new and unconventional ways to tell stories and focus every effort into becoming exactly what they have always wanted to be. **WEMADETHIS.ES** celebrates this moment with more than 300 pages of visual imagery and its audiovisual equivalent by means of a webpage and an iPhone app.

In **WEMADETHIS.ES** you will find the excellent illustrations of **Àlex Trochut**, the elegance of **Andrey Balius**, the freshness of **Atipo**, the multidisciplinary nature of **Base**, the imagery of **Boolab**, the bold and sassy talent of **Brosmind**, the peculiar world of the multi-award winning **Canadá**, the intelligent and brilliant concepts of **Carlitos** and **Patricia**, the personality and fun of **Cocoe**, the hallucinogenic trips of **Devin**, the simplicity and harmony of **Eduardo de Fraile**, the taste for analogies of **Folch Studio**, the craftsmanship and vitality of director **Iván Córdoba**, the risky yet brave graphics of **Kike Besada**, the sophisticated rebellion of **La Camorra**, the artisans **Losiento**, the colors and curvy shapes of **Marta Cerdá**, the post-modern still-lives of **Mr.Oso**, the diabolic symmetries of **Pablo Abad**, the coolness and passion of **Physalia Studio**, the exquisiteness and nerve of **Popcrac**, the perfect compositions of **Ritxi Ostáriz**, the life of the sculptures of **Serial Cut**, the three-dimensional dreams of **Toch Studio**, the perfectionism of **Toormix**, the advanced classicism of **Two Points** and the professionalism and versatility of **Vasava**.

**WEMADETHIS.ES** is published by Indexbook and SPAIN arts & culture.

Hi-Res Images available here: <http://www.flickr.com/photos/spainartsculture>







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