



*This illustration is app-responsive using the **Los Cuadernos** app, available on iOS or Android devices. Look for the compass symbol throughout the exhibit for app-responsive content.*

THINK WITH YOUR HANDS

ILLUSTRATED JOURNALS COME TO LIFE THROUGH AUGMENTED REALITY

PEP CARRIÓ AND ISIDRO FERRER, GRAPHIC DESIGNERS
NURIA RODRÍGUEZ, CURATOR

Presented by **Artisphere** in collaboration with **SPAIN arts & culture**
with the support of the **Ministry of Education, Culture and Sport of Spain**
and the **Spain-USA Foundation**

Produced by
UNIT: Experimental, interactive publishing / Universitat Politècnica de València

Opening reception:

Friday, September 19, 7:00 p.m. — 9:00 p.m. Terrace Gallery & Upper Town Hall

Curator and Artist talk:

Saturday, September 20, 2:00 p.m. Dome Theatre & Terrace Gallery

ON VIEW FRIDAY, SEPTEMBER 19 — SUNDAY, NOVEMBER 30, 2014

Co-presented by:



FOR IMMEDIATE RELEASE: July 29, 2014

High-resolution images available upon request

MEDIA:

Barry Halvorson, (202) 875-1124, bhalvorson@arlingtonva.us

Berta Corredor, (301) 742-7788, berta.corredor@spainculture.us

**“Illustration is as old as mankind.
Born with man at the same time as the word.”**

—*Isidro Ferrer*

**“Pep Carrió converts memory into matter, makes a thing
of what was a tragic animic state.”**

—*Grassa Toro*

(Arlington, VA) This fall **Artisphere**, in partnership with **SPAIN arts & culture**, will present ***THINK WITH YOUR HANDS: Illustrated Journals Come to Life through Augmented Reality***. *Think with Your Hands* brings together the illustrated journals of Spanish illustrators and graphic designers **Pep Carrió** and **Isidro Ferrer** in a unique collaboration between artists and software developers. The exhibit takes an unusual twist where animation, video and augmented reality bring to life over sixty illustrations of two of Spain’s most interesting graphic artists working today. This connection between creativity and innovation is central to Artisphere’s focus on artists working at the forefront of new technologies.

The illustrated journals, collages and sculptures of award-winning Carrió and Ferrer were used as a platform to explore the development of two and three dimensional animation through augmented reality. UNIT, a team of programmers and artists at the Polytechnic University of Valencia, Spain developed an app for iPads, iPhones and Android mobile devices that responds to the artwork and brings the two dimensional characters to life. This emerging technology is so new that the developers are just beginning to realize the potential of its applications. Of the 150 illustrations on exhibit, over 60 will be app-responsive, allowing the patron to experience two-dimensional artwork in previously unimaginable ways. The illustrations and collages highlight the artists’ graphic design style, embracing humor, surrealism and sublime moments of life.

Originating at Universitat Politècnica de València (Polytechnic University of Valencia) the idea of combining art with technology was presented to Carrió and Ferrer. The resulting exhibit went from the Facultat de Belles Arts Exhibition Hall to the Museo ABC Drawing and Illustration Center in Madrid where its enthusiastic reception lead to this tour of the United States, supported by the Ministry of Education, Culture and Sport of Spain. The

exhibit will then travel to the Instituto Cervantes Chicago in early 2015.

About Artisphere

Since it opened in 2010 Artisphere has been a home for creative connections between artists and audiences. One of Artisphere's core values is to explore the intersection of art and technology in the presentation and discussion of ideas. *Think With Your Hands* explores how art and technology can merge to create a new way of viewing and thinking about the world around us. The exhibition is the latest in a series of installations that have involved new media and fine art and engaged audiences in new ways.

www.artisphere.com

About SPAIN arts & culture

SPAIN arts & culture features the most cutting-edge works of international renowned Spanish artists in fields such as design, urban culture, architecture, visual arts, film, performing arts, literature and music. A series of exhibitions, conferences, showcases, and performances take place every year at the most prestigious American cultural institutions bringing a taste of all the creativity, history, and talent of Spanish artists to the American public. This program is organized by the Embassy of Spain's Cultural Office in Washington, D.C. and its network of General Consulates and Cervantes Institutes in the United States together with the Spain-USA Foundation. The Spanish-American cultural cooperation aims to create multiple links between the creative sectors of both countries and promote modern Spain's fertile spectrum of contemporary artistic expression. www.spainculture.us

BIOS

Pep Carrió and Isidro Ferrer are prolific and influential designers in Spain. Both have exhibited extensively and have won numerous awards including Graphis poster Annual Gold Awards and Golden Label Award (Austria) and Bronze, Film Festival Posters (US).

Pep Carrió

Under the direction of Pep Carrió, Estudio Pep Carrió has created notable designs for Camper Shoes, Canal+ and the Bank of Spain. His portfolio includes a prestigious list of cultural institutions and private corporations. Carrió's illustration and graphic design work has included exhibition catalog design, national festival posters and company branding and identity. Highly regarded, he speaks regularly about graphic design through classes, workshop and local media. www.pepcarrio.com

Isidro Ferrer

Isidro Ferrer initiated a career change to graphic design after a profession in drama and set design. Since then his body of work, which embraces surrealism in everyday objects, has garnered attention in national design circles including work for Random House UK. www.isidroferrer.com

Nuria Rodríguez

Nuria Rodríguez is an artist, lecturer, graphic designer and curator of *Think With Your*

Hands. She holds a PhD in Fine Arts and a degree in Industrial Design. She is the Director of the Masters Program in Design and Illustration, and is also the Director of Unit Experimental both housed at the Polytechnic University of Valencia, Spain.

www.nuriarodriguez.com

UNIT


Unit Experimental is a cross-discipline research team that specializes in augmented reality primarily for cultural events. Comprised of artists, programmers and dreamers, they take a non-traditional approach to teamwork and collaboration blurring the lines between artistic and scientific disciplines, and are based at the Polytechnic University of Valencia, Spain. www.unitexperimental.com | www.upv.es

TECHNOLOGY IN THE EXHIBIT

This exhibit invites visitors to explore works in new ways — transforming illustrations into three dimensional experiences through mobile technology. To that end, Artisphere will be providing iPads for public use when exploring the art, free of charge.

An app is available for download to visitors who own hand held mobile devices.

INSTRUCTIONS

1. Go to www.artisphere.com/thinkhands and download the free application *Los Cuadernos*, available for iOS and Android. You can connect to Artisphere's free Wi-Fi (Arlington Wireless) to download the app.
2. When you have launched the application, click on the compass icon to activate the camera of your device. Keep a distance of about 6 inches between the paper or object and the lens to be able to discover and interact with the digital contents that appear on your device. You can turn the pages of the interactive sketchbooks sliding your finger over the screen, both ways.
3. This symbol indicates artwork with interactive content. 

SUPPLEMENTAL PROGRAMMING

Press Preview

Friday, September 19, 10:00 a.m. Terrace Gallery

Curator and Artist talk:

Saturday, Sept 20, 2:00 p.m., Dome Theatre and Terrace Gallery, FREE

Nuria Rodríguez, Curator and Director of UNIT will discuss the process of creating augmented reality for the exhibition. Then, join us in the Terrace Gallery with graphic designers Pep Carrió and Isidro Ferrer where they will discuss selected works from the exhibition.

Cre.Art Project: Visuality

November 6 and November 7, 8:00pm Black Box Theatre \$18

"A new ensemble devoted to multidisciplinary events with a handful of very sharp freelance musicians." *Time Out, NY*

VISUALITY is a concert that incorporates several musical pieces, multimedia and live performances to explore the visual aspects of music. Presented by Cre.Art Project, each piece explores how light and sound can intersect in their purest form. The collective moves into new territory by using mapped video projection to transform the stage into a canvas for a unique experience. The overall work is fluid, with each piece adapting uniquely to the space used, sometimes modifying the works performed, or by producing new creations or incorporating new artists. There are currently nine works in Visuality's repertoire. Included are compositions by Andre Prévin, Béla Bartók, Marcos Fernandez, Jacob Ter Veldhuis, Donnacha Denny and Frank Martin. Founded in Spain in 2006 by Guillermo Laporta and Tagore González and joined later by designer David Orrico, Cre.Art Project gathers musicians, visual artists, dancers, actors, writers, designers, and acrobats from all over the world to create original performances. The collective works through multidisciplinary interaction; and has produced shows in Europe and America collaborating on a wide range of projects in music, theatre, dance and visual arts.

VIDEO: *Cre.Art Project: Visuality* <https://www.youtube.com/watch?v=8x2Apkr8tRo>

#

THINK WITH YOUR HANDS

PRESENTED BY



SPAIN/USA /
Foundation /

PRODUCED BY

unit
experimental & interactive
edition



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

In collaboration with:

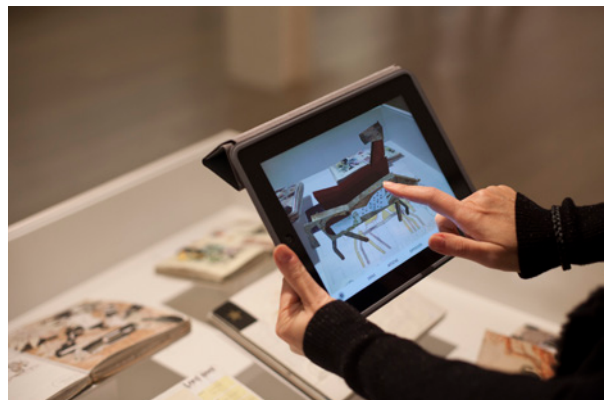
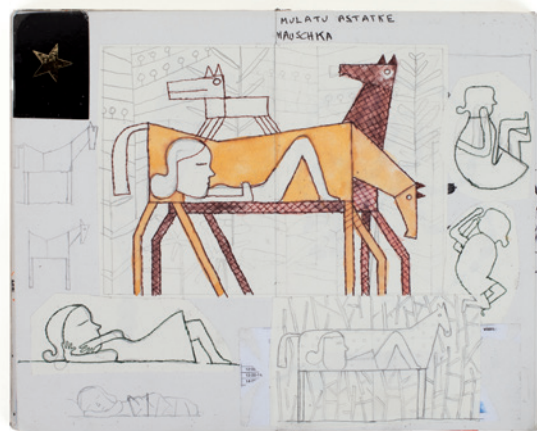
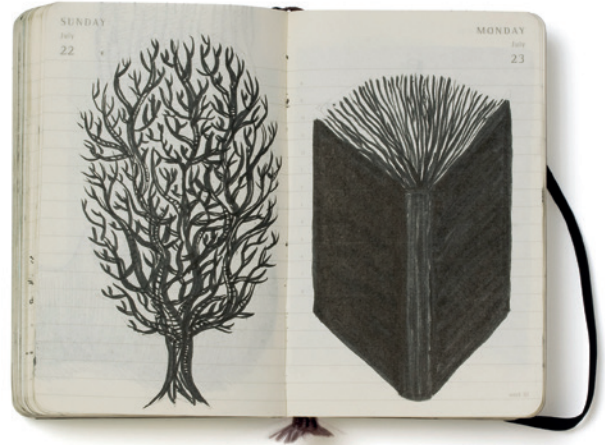
LAIMPRENTA

MEDIA SPONSOR

Arlington
MAGAZINE



The illustrations below are app-responsive using the **Los Cuadernos** app, available on iOS or Android devices. Look for the compass symbol throughout the exhibit for app-responsive content.



ABOUT ARTISPHERE

Artisphere connects artists and audiences through an eclectic mix of fresh, thought-provoking arts programming. We're your spot for insight into the creative process and to engage in artistic adventures—from contemporary visual art, live music and theatre to new media, film and dance. Come explore, experience and engage—collide with art. Artisphere is located at 1101 Wilson Boulevard in Arlington, Virginia, two blocks from the Rosslyn Metro (blue/orange) and within walking distance of Georgetown. Admission to Artisphere and all its visual art galleries is free; there is a cost for ticketed events. Artisphere is pleased to offer its patrons free parking evenings after 5:00 p.m. and all day on weekends. For more information about Artisphere, visit www.artisphere.com. Artisphere is managed by Arlington Economic Development and supported in part by the Rosslyn Business Improvement District, corporations, foundations and individuals.

ADDRESS/CONTACT

Artisphere 1101 Wilson Boulevard Arlington, VA 22209

Phone: (703) 875-1100 TTY: (703) 228-1855

Please note that Artisphere's Spectrum Theatre is directly adjacent to Artisphere's main building and is located at 1611 N. Kent Street.

ADMISSION AND TICKETS

Admission to Artisphere and its galleries is always free; there is a cost for ticketed events. Tickets for all events, unless otherwise noted, are available for advance purchase online through tickets.artisphere.com. Tickets are also available for purchase through the Box Office Call Center at (888) 841-2787.

HOURS*

Wednesday-Friday: 4:00–11:00 p.m.

Saturday: Noon–11:00 p.m.

Sunday: Noon–5:00 p.m.

Monday–Tuesday: Closed

*Open later pending programmed event

ONLINE

Follow Artisphere on Facebook (www.facebook.com/ArtisphereVA) and Twitter (@Artisphere).

FREE PARKING

Free parking with validation on evenings (after 5pm) and all day on weekends. For events at Artisphere (1101 Wilson) use the N. Kent Street garage entrance; validate at Artisphere's Front Desk. For events at Artisphere's Spectrum Theatre (adjacent to Artisphere and located at 1611 N. Kent) use the Arlington Ridge Road garage entrance. No validation needed for Spectrum Theatre events.

METRO

Two blocks from Rosslyn Metro (blue/orange).

DC CIRCULATOR

The Dupont-Georgetown-Rosslyn line drops two blocks away.

ACCESSIBILITY

Artisphere is wheelchair accessible. Assisted listening devices are available for seated events. Sign-language interpreters available; two weeks advance notice requested. The hearing impaired can learn about our upcoming programs by phone by dialing 711 (a national relay service) and requesting our calendar number (703) 875-1136. To access general information about Artisphere or to request a sign-language interpreter, request (703) 875-1100. The information will be provided by text.

