

## Bac Bâtiment d'art contemporain



centre d'édition contemporaine



*Press Release*

# Habitat/variations

A project by María Inés Rodríguez, independent curator (Paris), in collaboration with Juan Herreros and Pablo León de la Barra

At the invitation of the Centre d'édition contemporaine and the Centre d'Art Contemporain Genève

Exhibition produced jointly with La Casa Encendida, Madrid



**Exhibition at the Bac – Bâtiment d'art contemporain, Geneva**

June 23 to September 2, 2007

Opening : Friday, June 22, 2007, from 6 pm

Symposium: Saturday, June 23, 2007, from 2 to 7 pm

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Where to live, and how? This exhibition offers a reflection on projects by artists and architects who think about living conditions and challenge this question in their work. These projects come from various contexts that, for the major part, are situated at the junction of architecture and art, Utopia and reality, individual and collective space. Some of these projects document very active emerging urban forms and ask complex economical, political, and social questions which traditional notions of urbanism disregard.

If we think of the city as "a series of strata and styles, of icons and cultural practices which bring together constructions from the past, tradition, as well as these new projects and ideas for the future"<sup>1</sup>, can the different projects that will be presented really transform, or at least question, the way specialists, the State and users tackle the problem of living conditions?

Similarly, as the architect Juan Herreros has noted, "housing projects cannot be conceived any longer from the perspective of the systematic expulsion of some populations to the outskirts of the cities. Housing programs must become driving forces in the transformation of the use and image of public space. One shouldn't build only apartment buildings anymore."<sup>2</sup> To establish connections and create exchange networks between concerned actors (artists, architects, politicians and inhabitants) can generate new strategies in term of living conditions.

### **Exhibition area**

Screenings, prototypes, photographs, installations and interventions.

Featuring: Alexander Apóstol, Pablo León de la Barra, Ronan and Erwan Bouroullec, Sergio Cabrera, Raúl Cárdenas, Santiago Cirugeda, Jimmie Durham, Didier Fiuza Faustino, Yona Friedman, José Luis Guerín, Juan Herreros, Jakob Kolding, Catalina Lozano, Josep María Martín / Raphaël Nussbaumer / Alejandra Ayala / Luz Muñoz, Hans-Walter Müller, N55, Maria Papadimitriou, Marjetica Potrč, Tercer un Quinto, Pedro Reyes, Pia Rönicke, Gabriel Sierra and Barbara Visser.

### **Works area – symposium**

This area will hold a symposium, directed by the architect Juan Herreros, Saturday June 23, from 2 to 7 pm. With Santiago Cirugeda, Philippe Rahm, Kees Christiaanse, Anne Lacaton and Salvador Pérez Arroyo.

### **Video Program**

With Alexander Apóstol, Sergio Cabrera, José Luis Guerín, Pablo León de la Barra, María Papadimitriou, Marjetica Potrč et Pia Rönicke.

### **Library**

A reference library will be situated in the work area. It will make available to the public books and documents, selected by the exhibition's participants, as well as fanzines, novels and various brochures. At the end of the symposium, the most significant of the speakers' texts will be collected in a publication edited and overseen by María Inés Rodríguez and Catalina Lozano.

### **Activation area**

For this project, produced in collaboration with the architect Pablo León de la Barra, a workspace entitled "Zone d'activation" (ZdA) will be conceived. It will reunite the constitutive elements of the project: exhibition, library, workspace, symposium, video projection room, each element being independent but belonging to the same ensemble.

The exhibition will be presented at La Casa Encendida in Madrid from September 20 to November 5, 2007; the second part of the symposium will also take place in November (for the program see : [www.lacasaencendida.com](http://www.lacasaencendida.com)).

(1) Romero, Jorge, « Tres lecturas de la cultura moderna en América Latina (mitos y reflexiones de un planteamiento) », in *Modernidad y posmodernidad*, Caracas, Museo Alejandro Otero, p. 109. Translation Sophie Gewiner.

(2) Presentation of the floating workshop «Residential Infrastructures for Public Use» directed by Juan Herreros on board the ship Naumon, Barcelone, Fundación Mies van Der Rohe, 2004. Translation Sophie Gewiner.

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## Sponsors

This exhibition is made possible with the major support of:



Sociedad Estatal  
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Additional support is provided by the:

Département des affaires culturelles de la Ville de Genève

Fondation pour l'Art Moderne et Contemporain, Genève

Centre pour l'image contemporaine, Saint-Gervais Genève

Fondation HBM Emile Dupont

Service des Espaces Verts et de l'Environnement (SEVE), Genève



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Pablo León de la Barra, *Sonho da casa "propria"*, 2004. Photo : Pablo León de la Barra



Tercer un Quinto, *Proyecto de escultura pública en Monterrey*, 2003



Ronan and Erwan Bouroullec, *Maison en polystyrène*, 2003. Photo: Ronan and Erwan Bouroullec

## Biographies

### Juan Herreros

In charge of the symposium

Spanish architect, tenured Professor at the department of projects of the Escuela Técnica Superior de Arquitectura in Madrid, where he also directs the Master *Vivienda Colectiva*. He is now teaching at Princeton University School of Architecture. Since 1984, he works in collaboration with Iñaki Abalos with whom he has co-signed the following books: *Le Corbusier. Rascacielos, Técnica y Arquitectura en la Ciudad Contemporánea* (published in English by MIT Press under the title *Tower and Office: From Modernist Theory to Contemporary Practice*) and *Natural-Artificial*. Abalos & Herreros' work has received several awards. A book by Gustavo Gili and many articles in specialized magazines have been devoted to it. They have also been featured in many personal and collective exhibitions such as *Scenographies d'architectes*, Pavillon de l'Arsenal, Paris in 2006; *On-Site: New Architecture in Spain*, MoMA, New York in 2006; *Light Construction*, organized by the MoMA in New York in 1995 or *New Trends of Architecture 2002* in Tokyo. Herreros and Abalos are associates and coordinateurs pour l'Espagne de la LMI (Ligue Multimédia Internationale).  
[www.abalos-herreros.com](http://www.abalos-herreros.com)

### Pablo León de la Barra

Scenographer

Born in Mexico in 1972, Pablo León de la Barra lives and works in London. An architect, he also holds a PhD in the history and theory of architecture and works simultaneously as an artist, a curator and a gallerist while always keeping away from the mainstream. His projects question the relationships between art and architecture, center and periphery, relationships that he highlights in the works of other artists as well as his own research. His most recent projects are, among others, *Trial Balloons* (MUSAC, León, 2006), *BMW-Ultimere*, 9<sup>th</sup> Baltic Triennial (CAC, Vilnius and ICA, London, 2005) and the Mercosur Bienial (Porto Alegre, Brasil, 2005). Some of his latest exhibitions are *To Be Political It Has To Look Nice* (Apexart, New York, 2003) and *PR04: Tribute to the Messenger* (Puerto Rico, 2004), a project for which he has been part of a team of curators and during which he has conceived the master plan of the Olympic village where the event took place. From 2002 to 2005, he was co-director of the 24/7 Gallery in London, an international gallery, portable and mutant, operating on a very small budget. Pablo León de la Barra is currently working on the event *WC3 White Cubicle Toilet Gallery* (which takes place in the ladies' toilets of the *George and Dragon Public House* in London), he is also the editor of *Pablo International Magazine* and co-director of the gallery *Blow de la Barra* in London.

### Catalina Lozano

In charge of publication

Born in Bogotá in 1979, lives and works in Paris. Historian and theoretician of art, she holds a master's degree from Goldsmith College in London and is now working on a PhD at the Ecole des Hautes Etudes en Sciences Sociales (EHESS) in Paris on humor as a political language in Colombian contemporary art. She has worked on public art projects in London and develops independent publication projects at her own expense as well as collaborations with young artists.  
[www.lareinita.org](http://www.lareinita.org)

### Maria Inés Rodríguez

Independent curator, lives and works in Paris.

In 2007-2008, she will curate the following shows:

*Espacios de Hospitalidad*, The Medellín Museum of Modern Art, Colombia (January-June), *Habitat/Variations*, Bac – Building of contemporary art, Geneva and Casa Encendida, Madrid (September 20 to November 2007), *Le Triangle des Bermudes – une approximation aux Caraïbes*,

Ecole Nationale Supérieure des Beaux-Arts, Paris (October) and prepares the program of the Atelier du Jeu de Paume (2008-2009), Paris.

Her latest projects are *Música, silenciosamente*, Centro Cultural Chacao, Venezuela ; *Cuando el río suena*, Alliance française, Bogotá ; *Colombia 100% Urbaine*, Paris, several venues ; *Les illusions perdues?*, V Biennial del Caribe, Museo de Arte Moderno, Santo Domingo ; *Not at Home*, seminar, Couvent des Récollets, Paris ; *Instant City*, Institut de Mexico, Paris ; *De lo mismo a lo de siempre : stratégies informelles d'appropriation de l'espace public*, UNIA Séville, Espagne ; *De la représentation à l'action*, ExTeresa arte actual, Mexico ; Planetario Distrital, Bogotá ; Le Plateau / Mains d'Oeuvres, Paris.

Co-editor of the magazine *Valdez*, she has organized and participated in exhibitions and symposiums on the subject of publishing, among them *Tropical Table Party*, Centro de Arte Santa Monica, Barcelona; *Filière Papier, Filière Expo*, Centre d'édition contemporaine, Geneva; *Living-room*, La Rebeca, Bogotá; *Yes, en cualquier lugar puede suceder {PR'02}, 8 signs – 8 days*, M&M projects, San Juan, Puerto Rico. She has also published the magazines *Instant City* and *Bogotham City*, and has written for the numerous magazines: *A-42*, *Atlántica*, *Latinart.com*, *Les Inrockuptibles*, *Beaux-Arts Magazine* and *Art Press*.

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### Press officers

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Ouvert du mardi au dimanche de 11h à 18h  
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