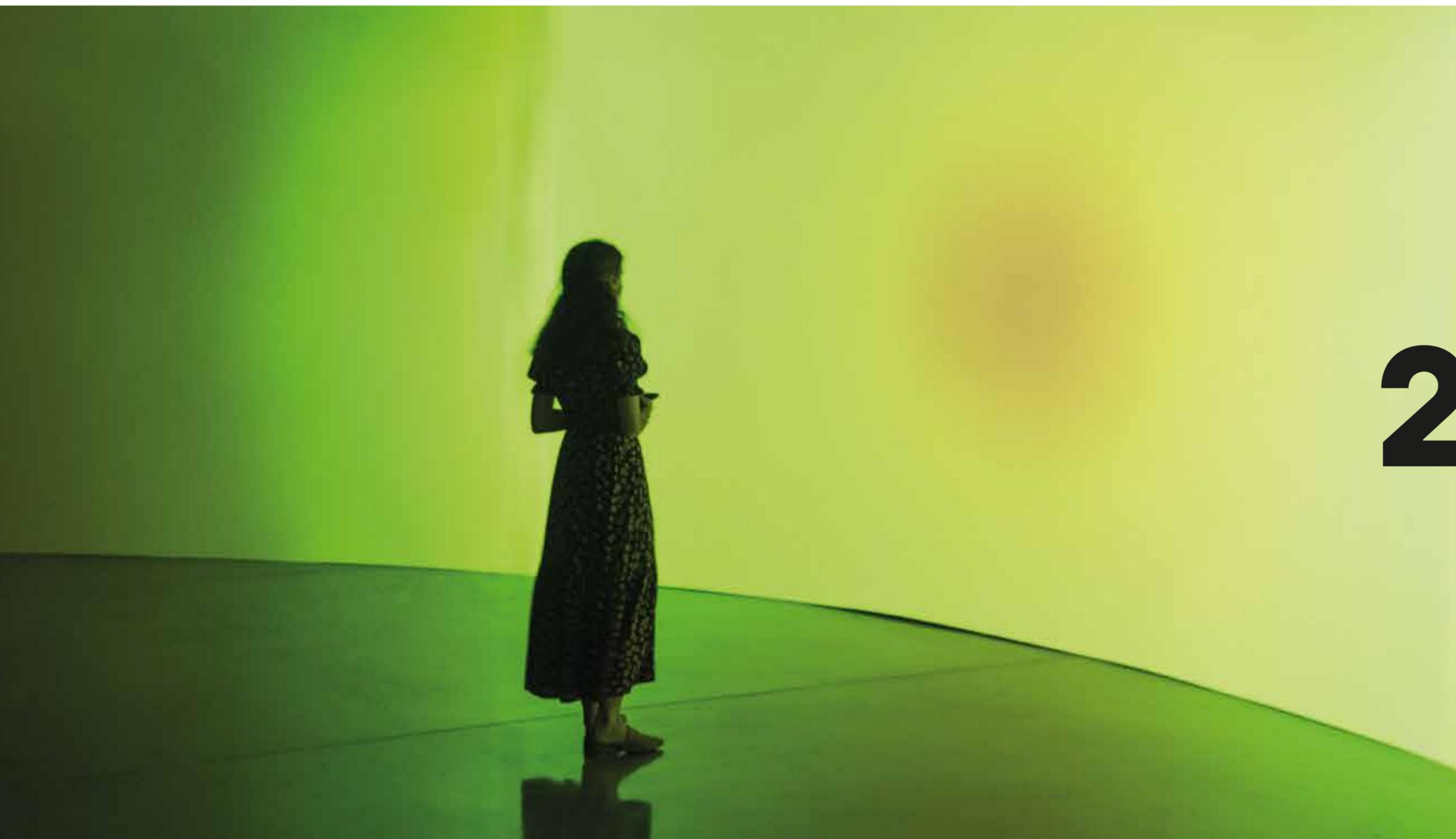


Travelling exhibitions



**2022
/25**



Intangibles. A digital exhibition of the Telefónica Collection

Available experiences

- Picasso
- Joaquín Torres García
- Juan Gris
- René Magritte
- Roberto Matta
- María Blanchard

Sections

- Inside the artist's mind
- Inside the work

Category

Knowledge and Digital Culture

Curator

Fundación Telefónica

Area

100 – 500 m²

Internet, social networks, smartphones, apps, selfies, virtual reality, big data, artificial intelligence... Technology has changed the world, our vision of it and of ourselves. Art is also changing. Technology has expanded its possibilities, from the access and dissemination of knowledge to the ways of creating and producing it, sharing it, exhibiting it and interpreting it. The current view of a work made in the past should not be oblivious to this sociocultural paradigm shift.

The project *Intangibles. A digital exhibition of the Telefónica Collection* aims to explore the impact and possibilities of technology on the way we look at, feel and interpret art. And of course, on the way we learn about it. Through the selection of some of the most significant artists in the Telefónica Collection - Picasso, Joaquín Torres García, Juan Gris, René Magritte, Roberto Matta or María Blanchard - a digital proposal has been designed specifically for each of them, applying technologies ranging from interactive avatar software, tactile recognition or personal recognition sensor, to holophonic sound capture or interpretive software, among others. The aim of the exhibition is to generate a reflection on how the digital revolution has impacted the way we approach art, its physical and sensorial limits, its almost ubiquitous possibilities of reproducibility or the fragility of certain traditional criteria and values.

The exhibition proposes a journey in which the visitor can immerse himself inside a painting, digitally generate a cubist still life or move to a painter's studio through sound. A digital experience of a work of art can never replace the original and, obviously, this is not the goal of *Intangibles*. However, technology at the service of culture can amplify the sensations that art produces in the viewer, generate different emotions, include the public with its active participation and, above all, open new ways of knowledge about the artists and their work.

General conditions

Venue responsability Costs

- Rental fee for the exhibition
- Curatorship
- Exhibition design adaptation
- Round trip shipment
- Nail to nail insurance
- Storage of empty packaging
- Production of materials
- Packing and unpacking
- Rental of audiovisual equipment
- Fundación Telefónica coordination travel
- Management of rights, if applicable

Further information

Exhibition Manager

Maria Brancós Barti
maria.brancosbarti@telefonica.com

Travelling management

Laura Ramón Brogeras
laura.ramonbrogeras@telefonica.com
mobile 679 906 578

Sandra Gutiérrez Andaluz
sandra.gutierrezandaluz@telefonica.com
mobile 666 794 160

Reyes Esparcia Polo
reyes.esparciapolo@telefonica.com
mobile 679 909 309

ongoing | **Fundación Telefónica España**
(fundaciontelefonica.com)

