



# Eltono *Deambular*

6 July to 2 September  
**PRAXIS**



**PRAXIS** is linked to the culture of DIY (do-it-yourself) and stems from the current economic crisis. At the same time, it is a laboratory or experimental workshop that is dynamic and complementary in character and which in itself generates an alternative module to the annual programme.

Founded on the notion of improvisation and underpinned by values such as recycling, process, the relational and above all direct action and DIY, it is intended to ensure that the artist plays a much more active part and puts an end to the prevalence today of the artwork versus the artist-subject. This principal role will be reflected in a number of areas, such as opening up exhibitions to the public from the very start, thereby enabling visitors to witness every step along the way. Praxis will consist of a varied selection of projects that embody an attitude, an initiative inspired by the subculture that emerged alongside the punk movement of the 1970s, in which artists managed their own bands and produced their own albums, creating their own labels as well as their own merchandising, t-shirts, caps, etc., along with their own self-promotional material.

The culture of DIY has expanded exponentially with the rise of multinational corporatism and has almost become a political and social ideology, a doctrine of 'non-consumerism' applied to art. Praxis intends to reconcile the underground with the institutional, to fight against its own status quo and, at the same time, to bring together globalism and localism. As a result, it has adopted an expression typical of DIY culture: 'think global, act local'.



Tokyo, 2006

Born in Paris in 1975 and trained in the more traditional graffiti field since 1989, **ELTONO** is renowned for the type of work he began producing in early 2000, after his move to Madrid. His work is among the handful of seminal contributions that began to shape the then emerging urban art scene.

The focus of his production is an extremely extensive series of small contextual paintings executed, usually without permission, on the streets of dozens of cities throughout the world. Using a basic and characteristic visual vocabulary, the artist improvises in situ based on the pre-existing formal balance, with a clear desire for integration with and revelation of his work surface. Not surprisingly, Eltono's interventions necessarily begin with his encounter with the work surface, which inspires him to unleash his creative process.

Apart from this series, Eltono has also carried out numerous experiments based on a subtle observation of street life and the small interventions of pedestrians on their everyday environment. Many of these projects have taken place as commissions from art galleries and centres around the world, ranging from local associations in Latin American neighbourhoods to institutions of the stature of Tate Modern. Eltono has been exhibiting internationally since the beginning of the last decade, always maintaining a courageous and uncomfortable stand in exploring the essential differences that separate the street and the exhibition hall as artistic workspaces.

For *Deambular* (Wandering), Eltono has devised a series of formulas to produce work based on the everyday action of walking through the city, the ebbs and flows of the street and pedestrian interaction, formulas that will run for seven days prior to the exhibition's inauguration and for seven days after. The artist uses these games to outline direct connections between the exhibition space and the public space, links that invite the viewer to stroll through the city and thus form part of the creative process. The Praxis exhibition hall will serve as a workshop and control centre, and at the same time as a space to display the documentation arising from the various experiments.





Madrid, 2005







# Eltono

## Deambular

From 6 July to 2 September 2012

Presented at ARTIUM, Museum-Center of Contemporary Art, Vitoria-Gasteiz, as part of the Praxis project

### **Praxis project**

Curator: Blanca de la Torre

Production coordinator: Yolanda de Egoscozabal

### Deambular

Curators: Sergio García and Javier Abarca

Photography: Irene Moratinos

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All images in this booklet appear by courtesy of the artist

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