

ARTIUM

Basque Centre-Museum of Contemporary Art

Vitoria-Gasteiz

www.artium.org



Eltono in Peking (June 2012)
(Eltono – 1/1 Project – Caochangdi)

Exhibition

Praxis Programme

Eltono. *Strolling*

Inauguration: Friday July 6, 11.00 AM

Actions in the urban environment of Vitoria-Gasteiz and in the exhibition space

Control centre and exhibition space: North Gallery of ARTIUM, until September 2, 2012

Curators: Sergio García and Javier Abarca

Exhibition fanzine

Praxis is a programme produced by ARTIUM (Vitoria-Gasteiz)

Associated activities:

Skate and photo-stencil workshop (Wednesday 18 and Thursday 19 July)

Street art! B-boying, skate exhibition, graffiti, rap, DJs... (Friday 20 July *Al caer la noche* programme)

More information: www.artium.org; www.eltono.com; <http://urbanario.es/archives/294>

"If the contextual painting of Eltono is unique, this is because it is defined in a way that contrasts with other messages: unlike a signature, there is no gesture, unlike a standardised poster, it is improvised in dialogue with the context. **Unlike advertising, or figurative urban art, it does not impose a message.** And unlike advertising and most of urban art, it does not obliterate the surface but points to and integrates with it".

Javier Abarca, co-curator of *Deambular*
First published in *Line and Surface* book



ARTIUM presents *Strolling*, an urban art project by Eltono for the Praxis programme

The artist integrates his actions in an urban context, choosing neglected surfaces which he gives a new sense of dignity, seeking the complicity of passersby.

ARTIUM, Basque Centre-Museum of Contemporary Arts presents the exhibition *Strolling*, a project by Eltono for the Praxis programme (from July 6 to September 2, 2012). The artist integrates his actions in an urban context, choosing neglected surfaces which he gives a new sense of dignity, seeking the complicity of passersby. Eltono is recognised internationally for his actions in urban environments, from Madrid and Barcelona to New York and Peking, where he has just inaugurated a new exhibition. His actions take the form of improvised variations of the same recognisable graphic motif which he integrates and balances within the context in which they are created. The public space is therefore converted into a central space and on this occasion is connected with the North Gallery of the museum in which the artist establishes his control centre and where the photographic documentation generated in each action is on display. *Strolling* is curated by Javier Abarca and Sergio García and is a production by ARTIUM.

Eltono, nickname of Xavier Entzmann (Cergy-Pontoise, Paris, 1975), began his artistic career with graffiti works done in Paris in the 90s. Member of the prestigious group, GAP, he made extensive use of the railway line that joins the municipality where he lived with the French capital. He studied graphic arts and in 1999, he travelled to Madrid with an exchange grant. After several months writing graffiti in an environment shared with many other artists, he decided to experiment with a graphic icon, using at first traditional graffiti techniques and materials.

In 2000, he put aside his aerosol cans and began to paint geometric motifs with plastic paint applied with a brush and masking tape. Eltono uses the same set of abstract motifs that are easily identified but are modified through the transformation of lines and colours in order to adapt to each of the contexts in which they are used: he improvises shapes in situ in order to adapt to the existing one. The artist uses the same slow, deliberate care in his improvisations as when he is choosing the locations for his actions. The artist chooses forgotten, neglected surfaces which he gives a new sense of identity. On occasions, these are well out of sight, which makes them less perceptible but, as a result, they intensify the contact with the occasional spectator.

At the turn of the century, his activities intensified in Madrid and he soon switched his attention to other cities. Since 2002, he has developed one man projects in Barcelona, Berlin, Monterrey, Sao Paulo, Rosario, Porto Alegre, Lima, New York, Milan, Turin, Seville, Bilbao, Amsterdam, Warsaw and Peking. Recently, he published a book entitled "Line and Surface", a collection of 16 of Eltono's projects carried out over the last 12 years.

During his residence at ARTIUM, Eltono will use the day-to-day action of walking through the city, the observation of streets and pedestrians and their relationship with their surroundings. The artist will generate different working mechanisms that will create threads of connection between the street and the Praxis space in the North Gallery of ARTIUM, where, as well as being the artist's workshop and project control centre, visitors will be able to examine the documentation and other objects generated in each action. One of these hybrid projects will take the form of a mural done on the walls of the Praxis Gallery.

ARTIUM will also publish a fanzine –the usual format for Praxis projects - with documentation from the different projects. The curators, Sergio García, gallery owner, and Javier Abarca, a university lecturer specialised in urban art, will work together with the artist for the first weeks of the exhibition on the preparation of the publication, which will include texts from, among others, Blanca de la Torre, ARTIUM curator and curator of the Praxis programme.



Exhibitions at ARTIUM

- ✓ *Time and urgency (Guernica)*. José Ramón Amondarain (until September 2)
- ✓ *Times of urgencies*. **Pilar Albarracín, Daniel García Andújar, Cristina Lucas, Pepo Salazar (until September 2)**
- ✓ Ignasi Aballí. *This Is Not The End* (until September 2)
- ✓ *Plágaro* (until September 2)
- ✓ Praxis. Eltono. *Strolling* (until September 2)
- ✓ *Catástrofes*. Pedagogic exhibition (until September 2)
- ✓ *El Guernica by Picasso: history, memory and interpretations*. Biographical exhibition (until September 14)

Opening hours of the Centre-Museum

Tuesdays to Fridays: From 11 AM to 2 PM and from 5 PM to 8 PM

Saturdays, Sundays and holidays: from 11 AM to 9 PM, without interruption

Mondays closed (unless this coincides with a public holiday)

General ticket price: 6 €

You Decide Tariff*:

- Every Wednesday throughout the year.
- Weekend following the inauguration of an exhibition.
- Students, unemployed persons, pensioners and children of under 14.

*You Decide Tariff: You decide whether you pay and how much. your contributions will be used to develop the programmes and activities of the Centre-Museum.

Annual season ticket: 10 €

Allows visitors to see all the exhibitions on show for one year as of the purchase date.

Library and Documentation Centre Opening Hours

Monday to Friday: From 11 PM to 2 PM and from 4 PM to 7:30 PM

Saturdays from 10 AM to 2 PM

Sundays, closed

Free entry