
HUMAN SIGNS

LOOP/ED

Global Participatory Voice & Gesture Artwork

By
Yuval Avital

Location
ESPRONCEDA Institute of Art & Culture

To present at
LOOP Festival 2021, Barcelona

By
Md'A Design Agency

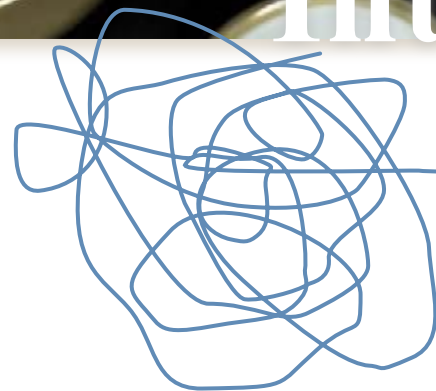
Design Kit

November 2021


ESPRONCEDA
INSTITUTE of ART & CULTURE


Md'A
Design Agency

A



- Curatorial Concept A.1
- The Artists A.2
- The Space A.3

A.1 Curatorial Concept

By Savina Tarsitano

On the 13rd of November, on the occasion of the Loop Festival - City Screen, the HUMAN SIGNS exhibition by Yuval Avital, a global participatory voice and gesture, has been inaugurated at Espronceda, Institute of Art & Culture, Barcelona, curated by Savina Tarsitano with the collaboration of designer exhibition Maddalena D'Alfonso.

The exhibition is a world preview, not only of the collaboration of 215 artists in 45 countries, of the great choral and monumental work of Human Signs but also a meeting with the artist Yuval Avital, a dialogue between the participatory project at a global level and the artist in his emotional intimacy. The Human Signs is composed by - immersive polyptych installation composed by 7 parallel projections, 7 audio channels of 213 artists-testimonies, 5 Human Signs Life Grid performances and 8 ensembles of Human Signs Mantra by Yuval Avital.

In the exhibition, the spectator can immerse himself completely and be part of the exhibition, discover his frailties, fears, and find himself in a familiar environment of his own home. On this occasion, the artist dismembered the Human Signs Grid and for the first time he has created the Domestic Grids (*Domestic Grids of Wellness, Domestic Grids of Flowers and Textile, Domestic Grids of Nutrition and Conservation, Domestic Grids of Casual Reading, Domestic Grids of Laziness, Domestic grids of Electricity and Random Object, Domestic Grids of Cuttling, Domestic Grids of Dinner Table, Domestic Grids of Sanification, Sawing and Magic, Domestic Grid of Pharmaceutical*) made with different personal objects that represent the daily life of each of us, from the kitchen, to the bathroom, bedroom, food, entertainment, cutlery, books, each grill becomes a world where people can stop to immerse himself in his own emotional world surrounded by the choral work of the 215 artists on video.

The artist wanted to recreate that house where each of us had been closed during the lockdown; those walls that welcomed silence, fear and a thousand stories from all over the world. The exhibition is transformed into a journey, into a work in motion and in transition, where the audience can meet the artist through his drawings, paintings traced on the floor,

from the site-installation, moments of intimacy and life. In this constellation of bodies, voices, A Door to Human - experiential room has been inaugurated too, a place to immerse oneself with the Mantra by Yuval Avital, an intimate place that welcomes those who fearlessly listen to their heart and let their body speak or give voice to their own soul. The exhibition presented at Espronceda is not only an emotional journey, but also a collective work that dialogues with the most intimate soul of the artist, a dialogue, a solo exhibition, an encounter, everything is transformed into a perfect harmony where each element finds its reason for existing, and where every spectator can experience this journey, following the indications - the 10 rules of Yuval Avital that indicate the way to follow to be part of this monumental work, like a note in a great symphony.



A.2 The Artists

Author & Artistic Director: Yuval Avital



Born in Jerusalem in 1977 and living in Milan, Yuval Avital is a multimedia artist, composer and guitarist who develops his works in a variety of spaces, including public places, industrial archaeological sites, theatres and museums, challenging the traditional crystallized categories that separate the arts. His exhibitions, performances, immersive installations, total works, large-scale sound "rituals" and concerts involve dancers, contemporary music ensembles, masters of ancient cultures and traditions, individuals or communities recruited in participatory works, multi-projection video, meditative tactile environments, advanced technological tools, archival materials, collaborations with scientific institutions, sound sculptures, objects, painting and printed works. Each of Avital's artworks is a unique experiential, poetic and emotional microcosm with its own identity, fruit of a meticulous research carried out in a carefully coded language, confronting the recurring themes of archetype and structure; ancestral and current global-era human condition; nature and hybridity; ritual and science. Avital's sound and visual artworks have been presented in museums, art foundations, venues and art events such as MANIFESTA Biennial, GAM-Torino,

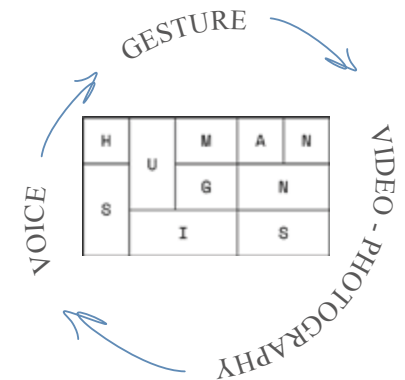
MACRO Museum of Contemporary Art Rome; OSTRALEDresden Biennial, La Fabbrica del Cioccolato Foundation in Switzerland, Saint Antoine Church Istanbul, Marino Marini Museum in Florence; National Science and Technology Museum "Leonardo da Vinci" in Milan. In 2021, he held his first solo exhibition ETERE in Milan, in September, he participated in both Milan Design Week and Miart with the site-specific installation MIKVE' (Holy Bath) at Bagni Misterious. He also participated in the exhibition Social Impact is an Art n.41 one + 1 one = 3 three, organized by the International School of Geneva in collaboration with Cittadellarte-Fondazione Pistoletto ONLUS, Kids Guernica Foundation, Anouk Foundation, Switzerland for UNHCR and the University of Geneva.

Participated Artists

213 ARTISTS

50 NATIONALITIES

Voice



- Akaihirume (Japan)
- Alaa Arsheed (Syria/Italy)
- Aleksandra Bajde (Slovenia/Austria)
- Alessandro Rvasio (Italy)
- Amel Brahim-Djelloul (Algeria/France)
- Ana Sofrenovic (Serbia)
- Anna Maria Civico (Italy)
- Annette Giesriegl (Austria)
- Antoni Beksiak (Poland)
- Arianna Savall Figueras (Switzerland/Norway)
- Ater Deng (China)
- Audrey Chen (USA/Germany)
- Ayu Laksmi (Indonesia)
- Badara Seck (Senegal/Italy)
- Brian Mccorkle (USA)
- Camilla Barbarito (Italy)
- Carmina Escobar (Mexico/USA)
- Carolina Borella (Italy)
- Chanan Ben Simon (USA)
- Ciro Buttari (Italy)
- Claudia Cervenca (Romania/Austria)
- Cristina Pistoletto (Italy)
- Daniel Kolle' (Cameroon/Italy)
- David Moss (USA/Germany)
- Elisa Bonazzi (Italy)
- Esti Kenan Ofri (Israel)
- Etta Scollo (Italy/Germany)
- Farzaneh Joorabchi (Iran/Italy)
- Francesco Vittorio Grigolo (Italy)
- Franka's Moon (Cameroon/France)
- Gelsey Bell (USA)
- Giacomo Serra (Italy)
- Giring Fitrah (Indonesia)
- Guoying Yang (China)
- Hao Hu (China)
- Hario Efenur (Indonesia)
- Hasmik Harutyunyan

(Armenia) Irene Kurka (Germany) Kamala Sankaram (USA) Katarina Gryvul (Ukraine) Keren Hadar (Israel) Lanlan (China) Laura Martinez (Italy) Leonardo Moreno (Italy) Lisa Sokolov (USA) Luisa Muhr (USA) Lulu (China) Maja Jantar (Belgium) Marcus Jackson (New Zealand) Marie Chantal Dumont (Canada/Italy) Martin Wistinghausen (Germany) Martina Claussen (Austria) Marzia Calleri (Italy) Matilde Lazzaroni (Italy) Maulid Owino (Africa) Maximiliano Baños (Italy) Michaela Schausberger (Austria) Michele Ferrara (Italy) Michelle Ma (China) Miguel Zazueta Cervera (Mexico) Misbach Daeng Bilok (Indonesia) Monica Benvenuti (Italy) Naby Eco Camara (Guinea/Italy) Natascha Nikeprelevic (Germany) Neus Borrell (Spain) Nicholas Isherwood (France/USA) Nicola D'Ambrosio (Italy) Noa Frenkel (Israel) Odeya Nini (USA) Olivia Salvadori (Italy) Omar Bandinu (Italy) Oscar Zhang (China) Paolo Bergonzi (Italy) Paolo Marchini (Italy) Pat Moonchy (Italy/UK) Peni Candra Rini (Indonesia) Peter Sciscioli (USA) Petter Udland Johansen (Switzerland/Norway) Renato Cardel (Italy) Renato Miritello (Italy) Riccardo Pisani (Italy) Richard Zhao (China) Roberto Rilievi (Italy) Ron Ish-Ran (Israel) Rose Zhu (China) Sainkho Namtchylak (Tuva/Austria) Sofia Kaikov (Bukhara/Israel) Stefanie Quintin-Avila (Philippines) Stephanie Xiang (China) Stephen Horenstein (USA/Israel) Swagata Bhattacharjee (India) Ute Wassermann (Austria) Vaaraki Wijayaraj-Thavakumar (Canada/USA) Viola Ghidelli (Italy) Vivienne Corringham (United Kingdom/US) Yael Tai (Israel) Yasmin Levy (Israel/UK) Yifeat Ziv (Israel/UK) Yuval Avital (Israel/Italy).

Gesture

Adriana Lizardi (Puerto Rico) Alena Tarasova (Russia) Alessia Siligardi (Italy) Americo Di Francesco (Italy) Ana Baigorri (Spain/Germany) Andrea Crescenzi (Italy) Angel Mafafo (South Africa) Anna Kolesarova (Slovakia) Anna Maria Prina (Italy) Anneliese Charek (USA/China) Antonella Albano (Italy) Antonio De Rosa (Italy/Spain) Arianna Di Francesco (Italy) Arina Trostyanetskaya (Russia) Asier Edeso (Spain/Montecarlo) Avi Kaiser & Sergio Antonino (Israel/Italy/Germany) Aviv Grinfeld (Israel/China) Ayala Jaacov (Israel) Azzurra Esposito (Italy) Benedetta Montefiore (Italy) Britta Oling (Sweden/Italy) Carol Prieur (France) Cecilia Braini (Italy) Charlotte Lamotte (Belgium/Italy) Chiara Amazio (Italy) Chiara Rosenthal (Italy) Christian Fagetti (Italy) Claudia Zaccari (Argentina/Brasil) Cruzz Taylor (Congo) Damiano Artale (Italy) Daniel Lozano (Spain) Davide Di Giovanni (Italy) Deng Mi (China/Canada) Denise Klein (Israel) Denise Maria Gazzo (Italy) Dorine Mokha (Congo) Elena Cencetti (Italy/Germany) Elena Churilova (Russia) Elisa Lons (France/Canada) Elisa Spagone (Italy) Eliz Erkut (Italy) Emanuela Tagliavia (Italy) Emilia Cadorn (Italy/UK) Emilia Haydee Peredo Aguirre

(Argentina) Endi Bahaj (Albania/Italy) Esra Yurtut (Turkey) Fabio Liberti (Italy/Denmark) Fang-Ting Yeh (Taiwan) Flavio Alberto Valentino (Italy) Francesco Ricci (Italy/Germany) Francesco Ventriglia (Italy/Australia) Franka's Moon (Cameroon/France) Gioacchino Starace (Italy) Giulio Galimberti (Italy) Gustavo Oliveira (Brazil) Hari Krishnan (Canada/USA) Helena Fernandino (Brazil/Germany) Iddi Saaka (Ghana/USA) Iréne Hultman Monti (USA) Irupé Sarmiento (Argentina) Ivana Messina (Italy) Jernej Bizjak (Slovenia/Denmark) Johanna Offer (Israel) Joseph Hernandez (USA/Germany) Julia Morawietz (Germany) Kadek Pusapasari (Indonesia/France) Katharina Arnold (Austria) Lambick Meli (Congo) Lena Rykner (Israel) Liad Tavori (Israel) Liliya Burdinskaya (Russia) Luca Cesa (Italy) Maayan Cohen Marciano (Israel) Marian Codrut Cojocar (Italy) Mattia Russo (Italy/Spain) Maya Angeli (Cyprus/UK) Mick Zeni (Italy) Mimoza Koike (Japan/Montecarlo) Mirko Ingrao (Italy/Germany) Muna Tseng (USA) Nelson Lopez (Uruguay) Nicholas Garlo (U.S./Israel) Nicole Meier (Germany) Nika Lilek (Croatia/Israel) Nina Osmanova (Russia) Ohad Kalmy (Israel) Olga Naumova (Russia) Olga Ponce (Spain) Ornella Balestra (Italy) Peni Candra Rini (Indonesia) Pietro Mazzotta (Italy) Ravid Abarbanel (Israel) Rebecca Marta D'andrea (Italy) Rebecca Wright (USA) Rianto (Indonesia/Japan) Riccardo De Nigris (Italy) Rina Schenfeld (Israel) Roni Argaman (Israel) Rosario Guerra (Italy/Germany) Salvatore Romania (Italy) Sandra Klimek (Poland/ Switzerland) Sapir Shalev (Israel) Sarah Lisette Chiesa (USA) Sarah Maria Samaniego (Philippines) Sofia Rosolini (Italy/France) Stefania Ballone (Italy) Sveva Gaudenzi (Italy) Syafmanefi Alamanda (Indonesia) Tamae Miki (Japan/China) Tillana Rousseleau (France) Tim Baro-Godefroy (France) Tomislav Nevistic (Croatia) Toni Candeloro (Italy) Valeria Galluccio (Italy/Canada) Virna Toppi (Italy/Germany) Wan Harun Ismail (Indonesia) Winfried Haas (Germany) Wirastuti Sulistyningtyas (Indonesia) Yun Kyeong Lee (South Korea/Germany) Yves Musard (France).

Video - Photography

Barbara Andriano (Italy), Deganit Niki Artman (Israel), Franco Covi (Italy), Isabella Quaranta (Italy), Maurizio Bonino (Italy), Michela Albert (Italy), Vladimir Koksharov (Russia), Yoav Ruda (Israel)

A.3 The Space

ESPRONCEDA – Institute of Art & Culture



ESPRONCEDA – Institute of Art & Culture was founded in 2013 in Barcelona and is an innovative platform for the contemporary arts, education and cultural diffusion. The project is powered by LemonGrass Communications.

Its mission is to provide a multidisciplinary environment and a platform for creation which promotes international dialogue between artists, curators, critics, gallery owners, collectors, cultural institutions and lovers of art & culture. We also want to share with all innovators and people who believe in the importance of synergies of technology, future & art. Therefore we believe in the philosophy of the STARTS program, which tries to connect innovation at the core of Science, Technology, and ARTS. Check out www.Starts.eu.

The ESPRONCEDA programme provides production residencies for national/international artists & curators and curates a cumulative exhibition of their work in Barcelona at the end of each residency.

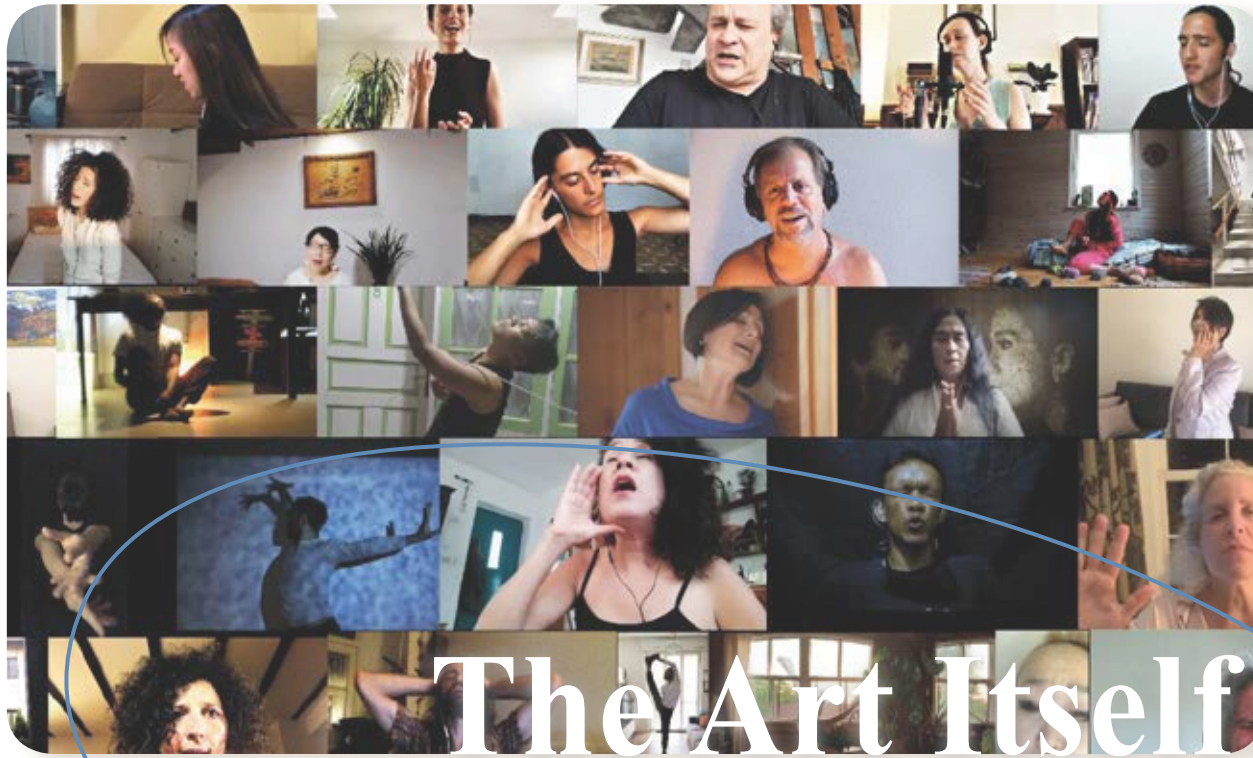
Espronceda encourages international artists, both established and emerging, to develop their own work and creativity, and to spread their inspiration beyond their physical stay in space.

The Institute promotes educational and cultural programs and diffusions by presenting exhibitions and concepts by renowned artist as well as by exploring curatorial concepts and by organizing a variety of concerts, workshops, roundtables and hosting meetings for art professionals. ESPRONCEDA also wants to be a catalyst for empowering out-of-the-box thinking, enhance creativity & innovation which are relevant in other sectors of human life, not only art.

ESPRONCEDA believes in international cooperation and has established agreements with internationally renowned organisations like APT (Artists Pension Trust), RUFA – Rome fine arts University, the Royal College of Arts London, the prestigious Arte Laguna prize from Venice, and many more to allow for the development of a global exchange of ideas, and for creators to contribute to a greater tolerance and understanding of world cultures. Also, Espronceda was a member of European network of culture and training of Brussels (ENCATC).



B



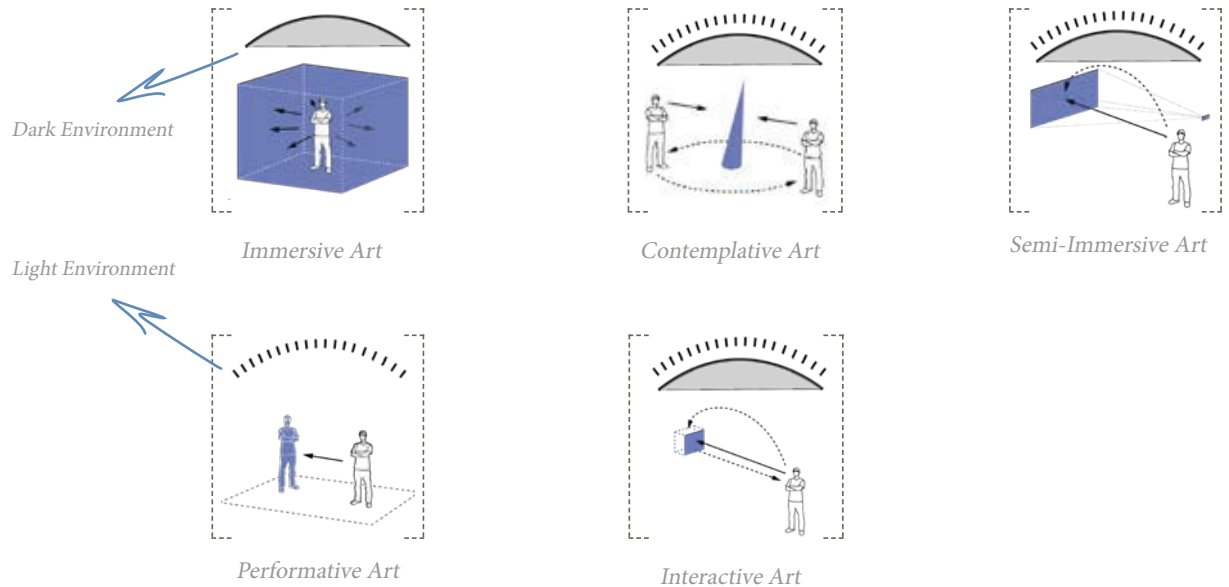
- How The Art Speaks B.1
- Theoretical Visual Analysis B.2
- Conceptual Narratives B.3
- Recommendations B.4

B.1 How the Art speaks

1 AREA = 3 SPACE

Monitors	3
Projections	7
Independent Grids	10
Experiential Room	1
Live Performance	1
Years	2020 - 2021

B.2 Theoretical Visual Analysis



B.3 Narratives

- Self Consciousness
- Shared Space
- Cultural Identity
- Collective Memory
- Domestic World
- Sense of Comfort
- Spatial Awareness
- Participation



B.4 Recommendations

- Clear Spatial Narrative
- Suitable Lighting
- Adequate Sound Sources
- Layout & Movement Indications on Brochures



C

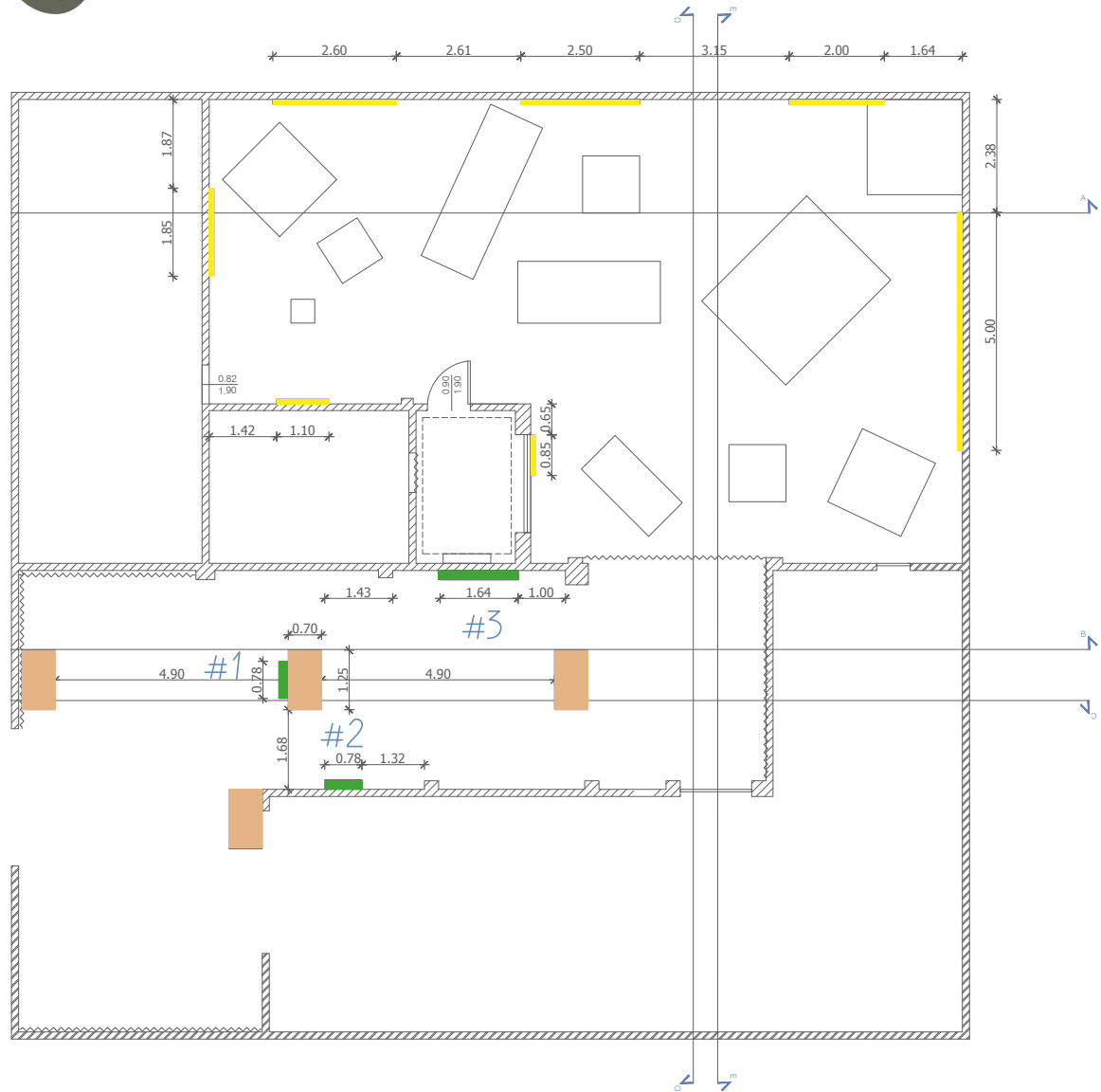


Technical Elements C.1

Artistic Elements C.2

Sections C.3

C.1 Technical Elements



Projections

- 7 Parallel Projections
 - 7 Audio Channels
 - Loop Duration: 7h:38m
- Demonstrating HUMAN SIGNS
Main Artwork, composed Of:
- 213 Artist-Testimonies
 - 5 Live Grid Performances
 - 8 Ensembles

Monitors

- #1 **Introducing HUMAN SIGNS by Franco Covi**
 - Experiential introductory video composed of the HUMAN SIGNS art testimonies and their spoken and written' statements.
 - Loop Duration: 11M:43S
 - Single monitor - Stereo audio
- #2 **Introducing A Door to Human Signs, Explained By the Artists**
 - Loop Duration: 13M:89S
 - Single Monitor
- #3 **HUMAN SIGNS Live Grid**
 - 5 Human Signs Live Grid Performances In New York, St. Petersburg, Tel Aviv, Milan, Turin
 - Loop Duration: 4h:7m
 - Single Monitor

Partitions

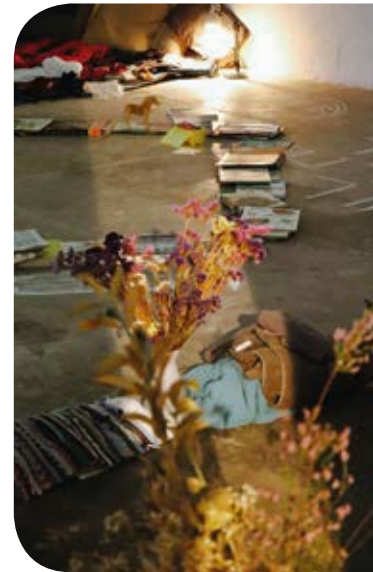
- Quotes & Information

C.2 Artistic Elements



- The Grids
 - #1 Domestic Grid of Wellness
 - #2 Domestic Grid of Flowers & Textiles
 - #3 Domestic Grid of Nutrition & Conservation
 - #4 Domestic Grid of Casual Reading
 - #5 Domestic Grid of Laziness
 - #6 Domestic Grid of Electricity & Random Object
 - #7 Domestic Grid of Cuttlery
 - #8 Domestic Grid of Dinner Table
 - #9 Domestic Grid of Sanification, Sawing & Magic
 - #10 Pharmaceutical Domestic Grid

- The Room:
 - A Door to HUMAN SIGNS
 - Experiential room where public are invited to express their own feelings and emotions in the context of Covid / Post-Covid period, using their voice and body, in dialogue with the artwork.
 - Loop Duration: 11M:43S
 - Single Monitor

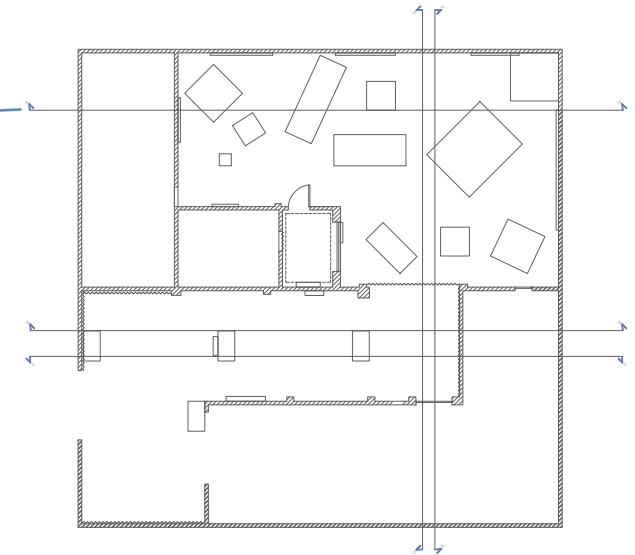


C.3 Sections

Sections demonstrates our Elements as if you cut through a space vertically and stood directly in front looking straight at it.

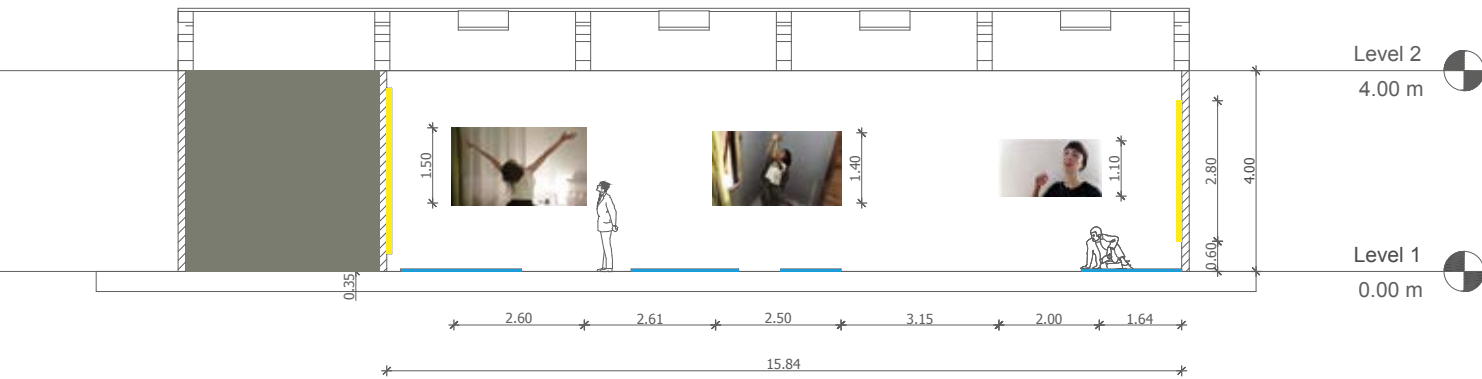
Here are the sections of HUMAN SIGNS including it's elements:

- Projections
- Monitors
- Partitions
- The Grids
- The Room: A Door to HUMAN SIGNS



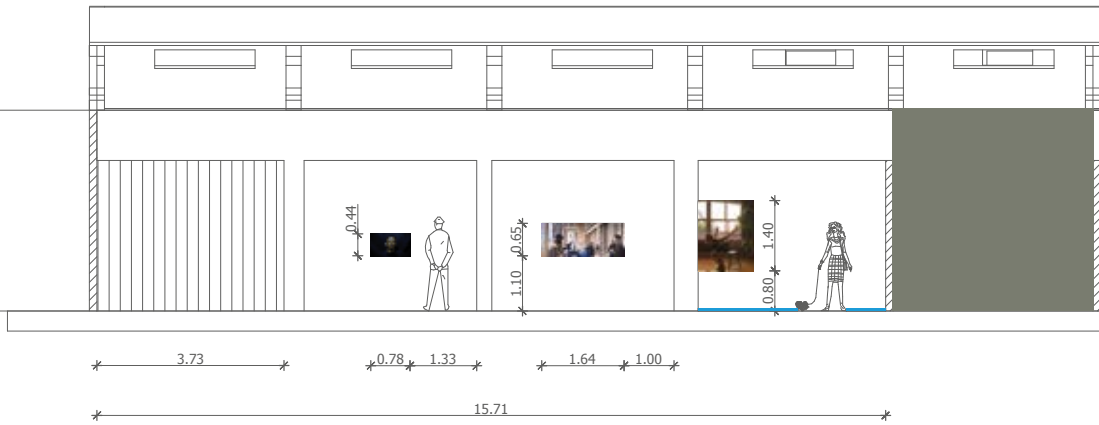
HUMAN_SIGNS_LOOP/ED | Sections

Section AA'



C.3 Sections

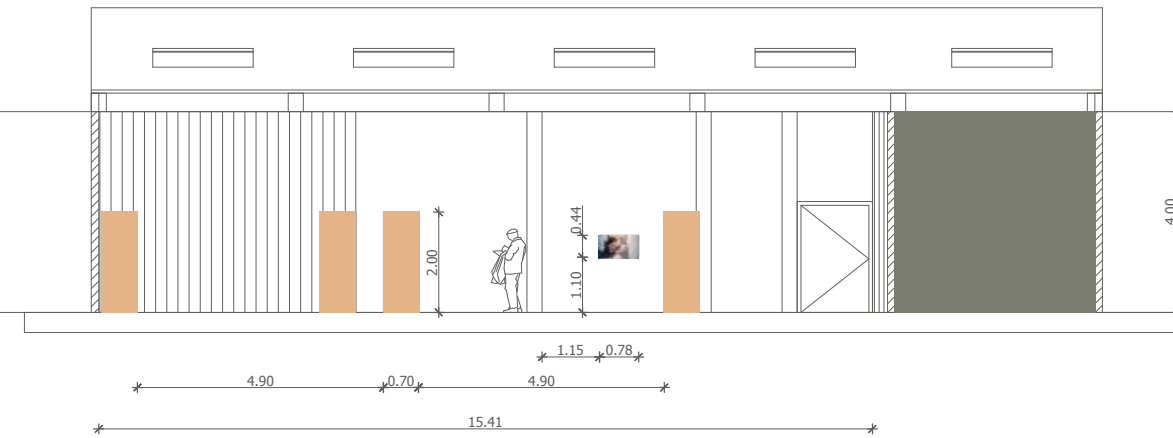
Section BB'



Level 2
4.00 m

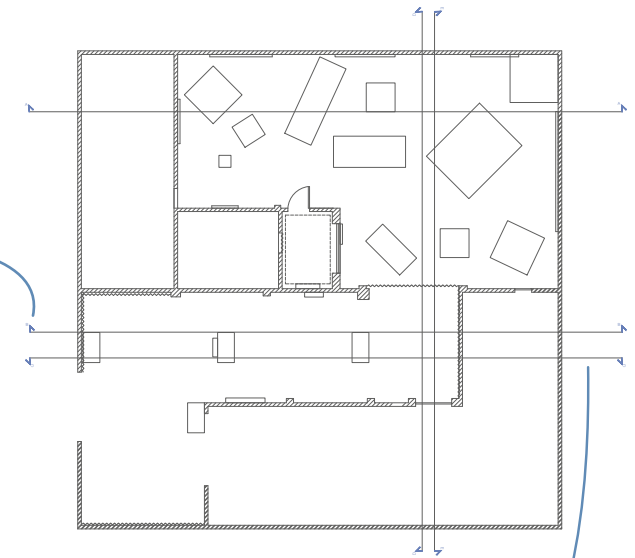
Level 1
0.00 m

Section CC'



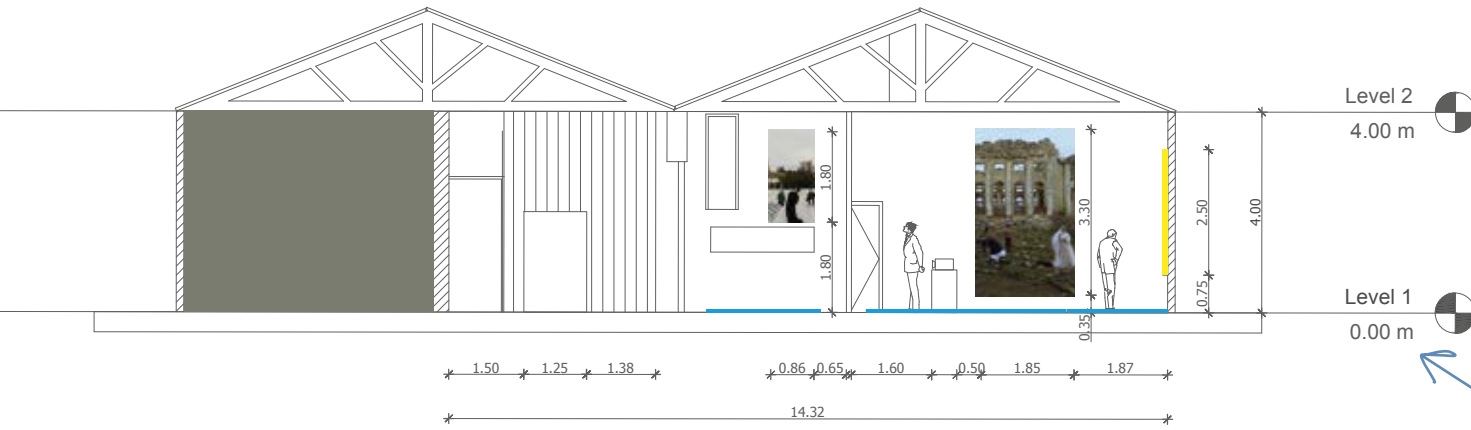
Level 2
4.00 m

Level 1
0.00 m

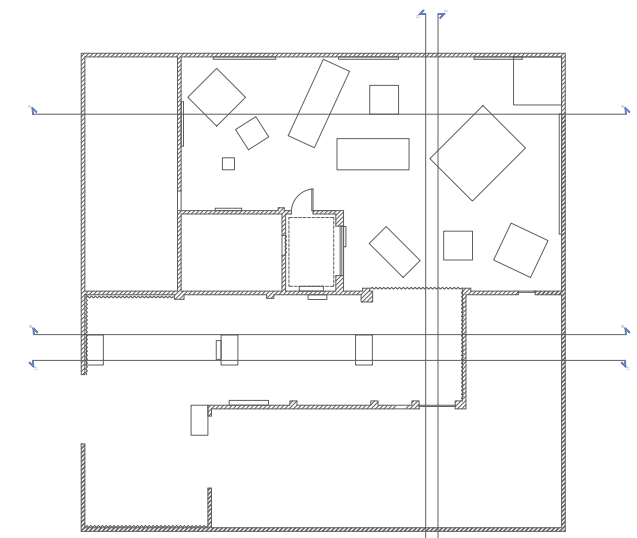
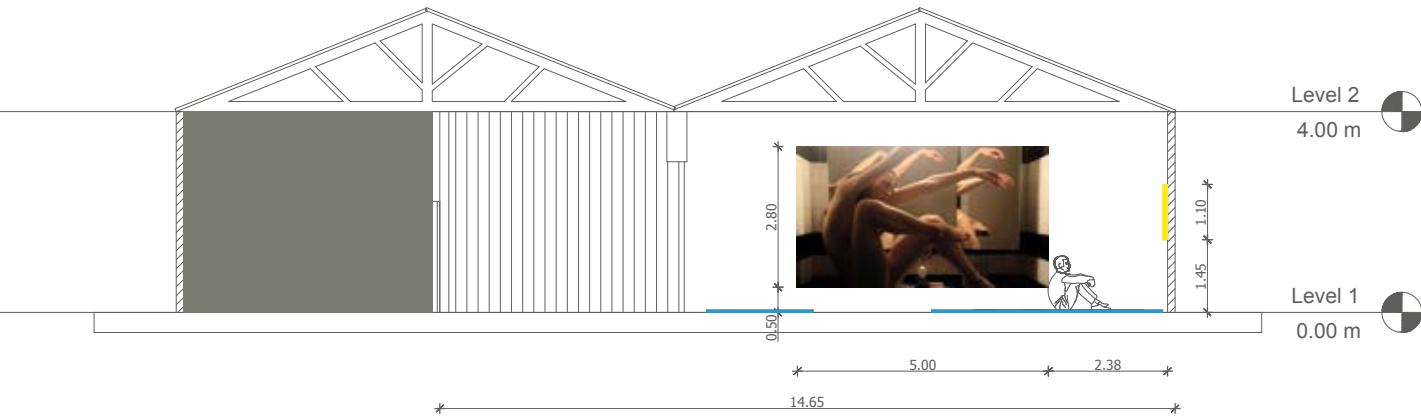


C.3 Sections

Section DD'



Section EE'



D



The Internal Team

D The Internal Team



Maddalena d'Alfonso

Founder

www.maddalenadalfonso.com

Maddalena d'Alfonso is an architect and essayist.

In 2019, she founded the Md'A Design, a Milan based cultural consultancy and architectural design studio, offering sustainable solutions for architecture, design and cultural projects, emphasizing accessibility to visual culture.

The ICAMT Board Member is a qualified Associate Professor, following the cum laude doctorate in Interior Architecture, Museography and Set-up.

The architect has received the 2016 Red Dot Award and the Representation Medal of the Presidency of the Italian Republic for her previous projects.



Kiana Taleb-Pour

Creative Director - Designer

kiana.mda.designagency@gmail.com

Kiana Taleb-pour is an interior designer and concept curator, with expertise in communication strategies and visual designing. She got her first master degree in Civil Engineering from the University of Birmingham, UK, in 2010, and her second in Interior Design from Politecnico di Milano, Italy, in 2018.

Kiana has working experience in architectural projects & space design and since January 2019 has been collaborating with arch. d'Alfonso, as the creative director of Md'A Design Agency, developing and executing architectural, communicational and cultural projects.



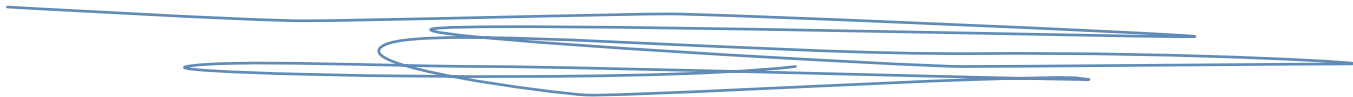
Sara Monari

Project Coordinator

monari.sara95@gmail.com

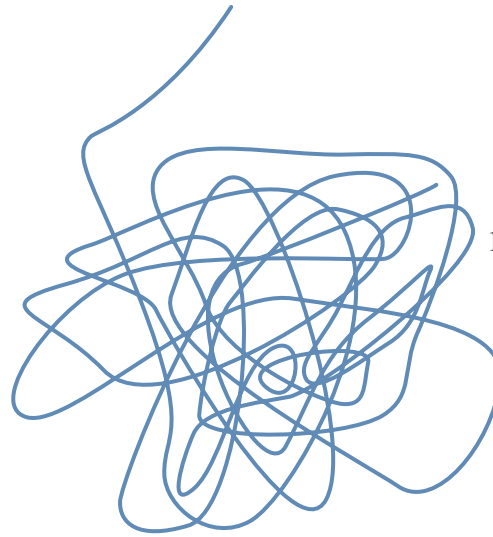
Sara got her professional diploma in Dance Theater course at the Paolo Grassi Civic School in Milan. She is currently completing her three-year degree in Economics and Management of Cultural Heritage and Entertainment at the Catholic University of Milan. During the formative year, she was able to combine different work experiences in the artistic field by collaborating with professionals in the theatrical sector and the organization of the show.

She began her career in the Md'A Design Agency in April 2021 as office & cultural project manager.





“ Make less & Think more ”




Mda
Design Agency

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THANK YOU