

mmmm...

PROJECTS

BRICK CAR 2010

"Coche de ladrillo" (Brick Car) is a life-size car built in brick. It occupies a parking space between two vehicles parked in the street.

The three-dimensional, pixilated car is modeled after a modern automobile and was built using solid, Madrid Red-colored bricks. The wheels are one foot thick. The car weighs five tons.

All methods and materials used are common to any traditional brick wall. A mason and project engineer were enlisted to construct the car.

Exhibited at "2 x 1". Matadero. Madrid (Spain). 2010.

SCATTERED ORCHESTRA September 12, 2009. Vitoria (Spain)

Scattered about the streets near the center of the city of Vitoria, members of an orchestra simultaneously played the same music. Pedestrians experienced the music differently depending on which street they walked past, the speed at which they walked, and by which direction they were headed. Strolling through the symphony orchestra, pedestrians were able to experience each instrument independently without failing to perceive the music being played.

The musicians wore tiny radio receivers with earpieces while the music was broadcast over a local radio station. This allowed them to play in sync despite their physical separation. At the same time, the radio program itself encouraged citizens to go out into the streets to experience the performance live.

The orchestra, called the Orquesta Gregorio Solabarrieta, played the suite from Prokofiev's "Romeo y Julieta," Charles Ives' "The Unanswered Question," a selection from Tchaikovsky's "The Nutcracker," Strauss' pieces "Eljen a Magyar" and "Off to the Hunt!," and Khachaturian's "Sabre Dance."

The Victoria-Gasteiz City Council commissioned the **mmmm...** group for the Disonancias program. Disonancias is a cultural program aimed at companies, research centres and public entities interested in collaborating with artists in order to promote innovation.

FLATTERERS

November 20, 2008. Madrid (Spain)

A third of the guests at a party are infiltrated flatterers but the guests don't know this. The flatterers have specific instructions about how to flatter the other guests in quite personal ways. The guests experience how their egos begin to grow as the night progresses... One guest had three women take off his tie; another was swept off her feet and lifted across the bar over to the bartender. Even the flatterers believed each other, because, as they later commented: "My vanity prevented me from recognizing any of the flatterers". "It's much better to be a flatterer than to be flattered", "You're a bunch of snobs, you have no right to play with people's feelings that way", "We want to clone you!", "I'm going to bed with this huge rush. I'm ace..."

An **mmmm...** action carried out at the Banana Studio.

DON'T FORGET WHAT THINGS ARE WORTH

October 16, 2008. Madrid (Spain)

Eight seamstresses sat at their sewing machines spread out over the sidewalk on Fuencarral Street and embroidered the following phrase on T-shirts: "Don't forget what things are worth". When a seamstress finished embroidering a T-shirt, she would give it to a passerby. The National Fair Trade Organization promoted the action.

What is sustainable consumption? And what about fair trade? How much did you pay for that T-shirt you're wearing? How much do you think it should cost? How much does a seamstress in Pakistan make to sew the T-shirt you're wearing? How much would you charge to make one?

An **mmmm...** action for En Babia.

VISIT TO SESEÑA

October 2, 2008. Seseña, Toledo (Spain)

A bus took 150 first-year students from the School of Architecture at the European University in Madrid to the new residential neighborhood in Seseña called Residencial Francisco Hernando. Once they arrived at Seseña, the students visited a show apartment.

Students left the university context to head for a miniature city in the middle of nowhere. For two hours, they confronted the experience of living in a semi-deserted city, a city that is the result of the country's latest real estate bubble. An urban wasteland where there are no businesses, almost no inhabitants and it's hard to find a bar. A place where there are cobwebs in the wastebins.

Mammoth Residential Complex

Five years ago, Paco "El Pocero" ("The Well-digger") planned to raise 13,508 dwellings in the arid plains of Seseña, thus multiplying the town's population by six. To date 2,536 homes have obtained a first occupancy permit but, according to census records, only 750 people live in the mammoth residential complex.

Of the 13,508 dwellings initially planned, 5,096 have obtained a building permit. The remaining permits have been turned down due to a lack of infrastructure and water and because there's a high-voltage power line passing through the area that would have to be moved.

At the peak of Spain's real estate price boom, the project was promoted under the slogan "The home you can afford to buy". The residential complex was meant to include a stadium, soccer fields, fountains, swimming pools, a park that would bear the constructor's wife's name (María Audena) and an artificial lake with its own pier.

Most of the people who bought these homes did not intend to live in them, they bought them hoping to make money on a future sale, but since investments in bricks and mortar are no longer profitable, now no one's buying homes in Seseña.

October 2, 2008.

**cm²/h
2007**

The average home in Madrid costs 3,976 Euro per m² . If you apply for a 25-year mortgage at 3.79% interest that means you'll pay a total of 6,300 Euro per m². The minimum guaranteed interprofessional wage is 570 Euros a month. A person earning this wage makes 28.5 Euros in an 8-hour workday, which would allow them to buy 0.0045 m² of home, that is to say, 45 cm². If they spend 100% of their minimum guaranteed interprofessional wage on paying off they mortgage, in 25 years they'll be able to buy a 27.17 m² home.

Minimum guaranteed interprofessional wage for the year 2007 stipulated by ROYAL DECREE 1632/2006 (BOE). Average cost per home in Madrid according to data from the Ministry of Housing for the year 2006. Euribor 3.79% (October 2006).

Business card for people who live in Madrid exhibited as part of "Cementimientos", Off Limits Gallery, Madrid (Spain). 2007.

LEG OF HAM RAFFLED OFF TO MUSEUM VISITORS June 24, 2006. Mallorca (Spain)

In order to promote the Pilar and Joan Miró Foundation and attract new visitors, ten legs of hams were raffled off among the public that visited the foundation on two particular days. A publicity campaign was launched beforehand to announce the drawing.

In Spain, bars and small businesses often raffle off legs of ham in their promotions. On this occasion, we dignified the leg of ham and its use as a traditional promotional tool.

The legs of ham were on display at the foundation up until the day of the drawing.

PRESS:

El Mundo (the second largest daily newspaper in Spain):

<http://www.elmundo.es/elmundo/2006/06/21/cultura/1150909316.html>

MONEY FOR READING

From June through December 2005

"Money for Reading" was a grant awarded by the Instituto Cervantes to support reading "Don Quixote of La Mancha".

The reader who received the award had to read "Don Quixote" in its entirety, keeping a schedule corresponding to business hours while sitting in front of a web cam that broadcast the whole reading process on <http://www.dineroparaleer.com/>. The reader was supposed to understand the book, so reading out loud was not required.

Javier Carretero was chosen among 181 applicants to read "Don Quixote" for 642 Euro. At the time he was awarded the grant, he was 35-years old and lived in Getafe (Madrid) where he worked as a taxi driver. He was married to a Muslim woman and they had used "Don Quixote" in their wedding ceremony. In his own words, "if Don Quixote were a present-day character, he could well be a taxi driver".

Grant applications were submitted through the web page. Applicants had to fill out a questionnaire and answer the questions: "What would be your motives for reading 'Don Quixote'?" And, "How much money would you charge to read 'Don Quixote'?" Funding for the grant could range between 282 Euro and 1,000 Euro, depending on the amount requested. An extra 200 Euros were awarded for travel and other expenses.

<http://www.dineroparaleer.com/>

A grant awarded by **mmmm...** as part of the Instituto Cervantes' "Palabras corrientes" ("Common Words") Online Art project.

Exhibited at "Sintopía(s). On the relationship between art, science and technology", in collaboration with the Museo Extremeño e Iberoamericano de Arte Contemporáneo (MEIAC). Instituto Cervantes, New York (USA). 2008. Instituto Cervantes, Beijing (China). 2007.

PRESS:

The Guardian:

<http://books.guardian.co.uk/news/articles/0,,1648673,00.html>

<http://books.guardian.co.uk/news/articles/0,,1649251,00.html>

El Mundo and el País (the two largest daily newspapers in Spain):

http://www.elpais.es/articulo/madrid/beca/leer/Quijote/elpepautmad/20050719elpmad_21/Tes/

http://www.elpais.es/articulo/elpciboci/20050721elpciboci_2/Tes/EI%20grupo%20mmmm...%20paga%20por%20la%20lectura%20%EDntegra%20del%20Quijote%20ante%20una%20%27webcam%27

http://www.elpais.es/articulo/elpepautmad/20051122elpmad_28/Tes/

<http://www.elmundo.es/elmundo/2005/11/22/madrid/1132676929.html>

GROPE AROUND

April 10, 2005. Madrid (Spain)

Cocktails were served in a totally dark space that could hold up to 100 people. The blind community was called upon to assist, but the rest of the guests didn't know this.

People yelled so loudly that the music was barely audible. On her way out, one blind woman commented that, "When people don't see they think if they talk louder they'll be more easily understood". Some hairy thing made its way through the packed crowd: a blind guest's seeing-eye dog. Using an infrared camera, we saw kisses and furtive fondling... People tended to gather in the corners and move through the crowds with their hands on each other's waists. Not seeing gave people the freedom to change groups without feeling judged and listen in on other people's conversations without being seen. Good-looking women complained that no one paid attention to them.

"I touched some guy's shirt and told him: 'What a cool shirt. What's it like?' And he answered: 'You can see it when we get out'. And, of course, I thought, well I'm not going to see it when we leave either..."

An [mmmm...](#) action for Radio 3 at La Casa Encendida.

FACE-TO-FACE

September 11, 2004. Madrid (Spain)

A large well-lit room is divided in 42 consecutive booths. Each booth is occupied by two people who have never met before talking face-to-face with a 60 cm table between them.

Every four minutes, a trumpet sounds and people get up and move to the next booth, where they will meet up with a new person.

Encounters are generated out of isolation. Most people talk non-stop, few leave, some enjoy up to 20 encounters. People yell asking for water, shy people let their hair down after the fourth person and start talking, people ask: "What did you do today?", "Where did you go on vacation this summer?", "What do you do?", "What's your name?"

At 12 midnight, 200 people had passed through, some stayed longer than others, everyone faced the same situation of having someone looking at them waiting for them to say something.

An **mmm...** action at La Casa Encendida.

EGGS

September 20, 2003. Cabra, Córdoba (Spain)

Everyone leaving a certain movie theater is given an egg. It's the closing ceremony for a short film festival, so there's a red carpet out. People look at the egg in their hands not quite knowing what to do with it. It's a fragile object that's hard to carry around.

After about ten minutes, we hear the sound of an egg crashing against the pavement. Immediately and without saying a word, the crowd quickly takes sides and each side starts throwing eggs at the other. Everyone ends up marred, including the politicians who had attended the ceremony.

Two ladies who managed to get away from the battle showed us the eggs they were taking home in their purses.

An **mmm...** action for Cabra's 8^o Audiovisual Creation Competition.

GOOD-LOOKING, UGLY OR PLAIN

March 18, 2003. Madrid (Spain)

A checkpoint is set up at the building's entrance and everyone who enters is systematically labeled as being good-looking, ugly, or plain.

Once inside, certain restrictions apply. Good-looking people are favored.

Those who are ugly or plain don't have access to certain bathrooms and have to enter the main hall through the back door. The first rows in the auditorium are reserved for good-looking people and ugly people come in last.

An **mmmm...** action for Radio 3 at La Casa Encendida.

ANTI-WAR ACTION **February 14, 2003. Madrid (Spain)**

A day before the massive anti-war protest against the War in Iraq, 30 people over the age of 80 who had lived through the Spanish Civil War on either side protested in front of Picasso's Guernica at the Reina Sofia Museum in a peaceful anti-war protest. This anonymous action was not associated with any political party.

These men and women are part of a generation that has a lot to say about what war is like:

"I'm totally against war because I've lived through one and I don't want another one. Not for myself, not for my children, not for society in general, because we have nothing to win by going to war. Tomorrow we will protest against the war, tomorrow and the next day and every day. I'm telling you this and I'm about to turn 92 and have a very clear head!"

MILLIGRAMS/LITER **Three spaces of homogenous drunkenness. December 21, 2002. Madrid (Spain)**

Guests at an action in a gallery are weighed and labeled upon entering. They're labeled according to weight and gender. They have to read some rules in order to continue.

Zone 1 is relaxed. In order to enter Zone 2, you have to first drink a certain number of vodka shots. The number of shots depends on each person's weight and gender. Each time someone drinks a shot, they get a checkmark on their label. The label is personal and may not be exchanged; it's fastened on to the wrist with a taught cable tie.

Access to Zone 2 is strictly controlled. Only those who have had enough to drink are allowed in. Once people have had their quota of shots in Zone 1, they

will not be served more alcohol there. Couples and groups of friends separate, with slower drinkers being left behind.

Zone 2 looks more like a bar than a gallery. People keep drinking. They want to get to the end. Some people who get to Zone 3 too quickly are forcibly thrown out accused of vandalism.

Men in Zone 3 have had more than ten shots. Women have had more than six. Screams, pissing, striptease, necking, violence. Zone 3 is a madhouse. It's chaos. And it's still only 10 pm...

An mmmm... action for Doméstico 02.

MONEY IN BOOTH **September 28, 2002. Cabra, Córdoba (Spain)**

A booth is set up covering the only exit to a movie theater while the public is inside. When the projection ends, the public is only allowed to leave the theater one at a time through the booth.

Inside the booth, a camera propped up on a table records the face of the person coming into the booth. There's a Euro on the table. An exit door on the left.

What happens inside the booth is projected in the patio outside through a closed circuit video. The person inside the booth doesn't know she/he is being observed. "He won't take it, he wouldn't even take an olive!" shouts one participant who himself had failed to take the Euro. No one takes it. Another participant leaves a Euro on the table. "You're too honest!" yell the people outside. The sum is increased. People still don't take the money. One of the award winners at that night's short film competition goes in the booth and, without pausing, takes the 36 Euros that are on the table. People applaud as he comes out. Of course, he kept the money.

An mmmm... action for Cabra's 7º Audiovisual Competition.

KISS INVASION

June 18, 2002. Madrid (Spain)

100 couples, spread out among the crowds, kissed simultaneously around the city center. Noise levels on the streets unexpectedly plummeted during that moment of mass intimacy.

All the kisses started at the same time and also ended more or less at the same time. Afterward, the couples moved to a nearby area to repeat the action. Five ten-minute long kisses in a row in a two-hour period, with a fifteen-minute break between kisses.

The routes, as well as the couples' locations, had been planned out beforehand. Preliminary studies were carried out to check density, pedestrian traffic flow and timetables, in order to ensure the desired ratio of kissing couples: a kissing couple for every seven pedestrians.

An [mmmm...](#) action for Istituto Europeo di Design.

SENIOR CITIZENS' FIELD TRIP TO FESTIMAD

May 25, 2002 and May 30, 2003. Madrid (Spain)

A group of 20 people between the ages of 70 and 88 went on a field trip to Festimad, a yearly major music festival held in Madrid. The field trip was free of charge. 80% of Festimad's visitors are between the ages of 16 and 25.

The field trip's participants were given disposable cameras so that they could interact with their surroundings, go up to young people and take pictures with them. That way they had a souvenir to take home with them.

The number of participants the second year was double that of the previous year, this time 42 seniors up to age 92 participated. Eight of them spent the night on the site's campground in comfortable RV's, after going to a hard rock concert that was held in the wee hours of the morning.

An [mmmm...](#) action for Festimad 02 and Festimad 03.

PRESS:

[El Mundo and el País \(the two largest daily newspapers in Spain\):](#)

<http://www.elmundo.es/elmundo/2003/05/27/madrid/1053995850.html>

http://www.elpais.com/articulo/madrid/Festimad/2002/apuesta/civismo/elpepuespmad/20020524elpmad_24/Tes/

FLUX

September 28th and 29th 2001. Cabra, Cordoba (Spain)

58 municipal fence sections arranged to form a maze are used to direct the flow of the public exiting a cinema.

Six activators manipulate the big web by turning the sections 90° to open or close off the flow of spectators. The fence sections are moved continuously and in pace with the rhythm marked by a sound heard over a public address system.

The public is thus directed until they are isolated into two groups surrounded by fence sections in an attempt to create overcrowding and distress. A few select people are thrown out and directed outside by moving the fence sections. The remaining public is then fragmented, isolated and abandoned.

An **mmmm...** action for Cabra's 6° Audiovisual Creation Competition.

TELEMADRE

Since 2001

Telemadre is a social exchange model that connects unemployed mothers with people who would like to eat home-cooked meals but have neither the time nor the skills necessary to cook.

Through a financial arrangement between the parties and periodic deliveries, the mothers provide their telechildren with ready-cooked meals. A healthy diet based on fish and meat, vegetables, legumes, fruit and dairy products.

The telemadre keeps in touch with each new telechild, concerning herself with the state of their fridge, their tastes and their needs. Once in a while, she even sends homemade desserts, to spoil them just enough.

<http://www.telemadre.com/>

Exhibited at "Nowhere-NowHere". Laboral. Center for Art and Industrial Creation. Gijón (Spain). 2008.

Exhibited at "Banquete". Conde Duque Cultural Center, Madrid (Spain). 2003.

Telemadre Tour. "Panem et Cinceres". Can Gelabert Cultural Center. Binissalem, Mallorca (Spain). 2002.

Published on the Internet at <http://www.telemadre.com/> at a public event held at the Los 29 Enchufes Gallery, Madrid (Spain). 2002.

PRESS:

BBC:

<http://news.bbc.co.uk/2/hi/europe/2416413.stm>

National Public Radio:

<http://www.npr.org/templates/story/story.php?storyId=992781>

El País (the largest daily newspaper in Spain):

http://www.elpais.com/articulo/madrid/Telemadre/ruso/elpepuespmad/20031223elpmad_21/Tes

http://www.elpais.com/articulo/red/Telemadre/hay/elpeputec/20040902elpcibenr_8/Tes

IT'LL GROW

2001

"It'll Grow" is proposed with a dot beside it, as the name and logo for a landscape and gardening company. "It'll Grow" is expansive, optimistic. It's alive.

Brackets are the soil; the space that's occupied; the limits.

The dot is the seed; the sun; the beginning.

SPOOL

2001

The tangled spool of thread printed on a psychologist's business card expresses mental versatility, commotion.

The spool expresses a state of confusion that is not very alarming, the potential to achieve order. Light colors confer calm, trust.

The psychologist's profession is destigmatized, disassociated from social taboos, by using the image of a normal, ordinary object.

RONDONIA **New Year's Eve 2000. Madrid (Spain)**

Rondonia is a place points of reference are lost.

It consists of two eccentric cylinders. The inner cylinder spins very slowly. The party is held in the ring created between the two cylinders, a continuous, circular and variable corridor that widens and narrows as the inner cylinder spins.

Inside the central core of the inner cylinder there is utter confusion. The entrance spins so that, once inside, there is no way of knowing where the exit leads.

THE THREE KINGS IN A COIN PURSE **2000**

The coin purse is an everyday object. Its contents are easily accessible.

The Three Kings symbolize spending during the Christmas season. They represent hope. The power of the Three Kings. They are home, car, food, toys, clothes... anything that costs money.

The association between the image and the name provokes curiosity and interest, acting as hook. Their combined effect is conclusive.

Christmas card designed for <http://www.ahorradinero.com/>.

BLISTER PACK OF COINS 2000

The blister pack of coins is a promotional object made with blister-packed money.

It costs as much as any other item that could've been given away instead.

One decides whether to keep the money or spend it. Once you take the coins out, you can't pack them up again.

AMAZON VIRUS 2000

The Amazon virus deactivates pixels on your computer screen at a rate proportional to the Amazon forest's depletion. This way, the Amazon's artificial death has a more immediate personal impact.

The Amazon virus updates automatically by connecting to an Internet server that stores deforestation statistics obtained by the Landsat 7 satellite.

The virus is structured on a mathematical model based on fractal geometry that emulates the rainforest's systematic felling. Using a random generation parameter, the virus reproduces a different image on each computer. The Amazon virus a worm-type virus that spreads through email, spreads exponentially and can infect up to 18 million users in 24 hours.

[Documentary video on the Amazon virus exhibited at Forum 2004, Barcelona \(Spain\).](#)

[Incentive for Iberoamerican Productions. Art & Artificial Life International Competition, Vida 5.0. Telefónica Foundation. 2002.](#)

ACTION IN A DUMPSTER March 7, 2000. Madrid (Spain). October 26, 2004. Belfast (UK)

In Argüelles, a neighborhood in the center of Madrid, a tank truck fills an empty dumpster with water. Someone appears on the sidewalk wearing a swimsuit and carrying a towel over their shoulder and a pair of goggles. They get in the dumpster and start swimming.

Pedestrians walking by are perplexed. Some stop in their tracks. A crowd forms. The neighbors look out of their windows. A bus stops alongside the dumpster as the passengers look on bemused. They keep asking each other, "Why is he doing that?"

The swimmer stops swimming, gets out of the dumpster, dries off and walks away with the towel over their shoulder.

An **mmmm...** action for TV program Nosolomúsica on Tele 5.

UTERUS 2000
New Year's Eve 1999. Madrid (Spain)

A giant uterus is built in the middle of an inhospitable warehouse.

Using 300 m² of red carpet, a very comfortable and cozy capsule is created. It's a round room that one enters through a fissure that looks like a crotch. The style is somewhere between 1960's and 2100. The room is lit up from the outside with an intense and latent red light.

At the end of the night, nobody wanted to leave. "We don't want to be born!" they told us. "Premature birth!" we replied.

VIDEOVAN
May 29, 1999. Paris (France)

The videovan is a van that has video images projected from the inside onto each of its windows.

The projection is continuous and the image can be seen from all four angles when you walk around the vehicle.

Passers-by are attracted to the windows and approach the van to touch them, trying to figure out what is behind.

An **mmmm...** installation at Les Frigos.

Medium used to advertise concerts promoted by the Telefónica MoviStar mobile phone company in Valencia, Zaragoza, San Sebastian, Madrid and Barcelona (Spain). 2000.

CHRISTMAS ATTACK

January 5, 1999. Madrid (Spain)

An hour after the Three King's Christmas Pageant in Callao, we display a 3-meter wide banner with the slogan: THE THREE KINGS DO NOT EXIST.

We were practically lynched: "You were children once, too. Weren't you?"; "You are killing all the magic"; "Why are you doing this?"; "What are you trying to say?". An old man applauds; ladies insult us.

So much tension was created that we only stayed 10 minutes.