



Eleventh Havana Biennial

ART PRACTICES AND SOCIAL IMAGERIES

The eleventh edition of the Havana Biennial, to be held from May 11 through June 11, 2012, presents a theoretical platform with the concepts contained in the general theme **Art Practices and Social Imageries**, starting point to put together the proposals from the different world regions in the exhibitions and the theoretical event that is always included.

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This Biennial seeks to explore the dissimilar meanings of what is public, including interventions in urban spaces, interactive, playful and multidisciplinary projects, the processes of social insertion and work in the communities, as well as the media that have gradually expanded the levels of access to technology and to the present forms of communication.

The Havana Biennial likewise conceives the social imagery based on the links and relations among large groups of persons from the entire society who share common interests and establish validation levels. It is the place where the notions of public space and other aspects that enable the communicational interaction become a reality. Although this concept contains the social standards, it also includes those elements of personal nature and subjectivity that undoubtedly become part of a larger system. Their nature entails the present conflicts in the urban environment, one of the networks where it appears in peculiar form.

The question now is not to retake the imageries that make up a tradition, but to think about creating works that imply or commit, in a more complex scale, both the citizen and the spectator. It is essential to pay attention to the noise of the street: we intend to leave the consecrated places and go in search of the passer-by and work on specific sites, at specific times, with specific publics. The purpose is to imagine the city with its people, in the context and the neighborhood, showing the complexities of daily existence.

Also the scientific warnings on the fragility of the ecosystem have had to be reassumed socially. The hegemonic power fosters its warlike and consumer interests, and establishes the

relationship to nature as a utilitarian resource, without preserving a minimum of conditions in the vital environment. This platform is brand new for the projection of the public sphere in the contemporary world.

Based on all these considerations and with a view to the Eleventh Havana Biennial, it is important to favor the dialogue between the inside and the outside, to work with live art and involve the spectator permanently. This time greater emphasis has been granted to the purpose of turning the Cuban context and the public spaces into a temporary laboratory of art experimentation.

The spaces for the event include the main venues of the National Council for the Visual Arts: the Wifredo Lam Contemporary Art Center, leading and sponsoring institution; the Center for the Development of Visual Arts, the Fototeca de Cuba, the facilities of the City Historian's Office in Havana, the Cuba Pavilion and others that will host the works of the guest artists and projects. This time it will include the Gran Teatro de La Habana, whose privileged location will give the possibility to connect the Biennial with important places in the city.

In the selection of guest countries, an outstanding role has been played by Latin America and the Caribbean although the African and Asian continents will also be represented. Creators from other regions that are already part of the Biennial will be present in the Havana meeting. Our country will round up the participants in the event with a strong presence of Cuban artists, also with renewed and experimental proposals. This Biennial will be present in our city squares, parks and urban spaces, in addition to new venues that have been added to this goal of bringing art to all.

CREDENTIALS FOR THE ACCESS TO THE ACTIVITIES OF THE ELEVENTH BIENNIAL

► **Credential Plus: USD 200.00**

(Included in the commercial package of the event)
Includes: Biennial catalogue, participation in the inauguration of the event and official opening of all exhibitions in galleries or workshops; one free entrance to an evening show in one of ARTEX's cultural centers in Havana; dinner and concert with renowned Cuban visual artists, T-shirts, CD of popular Cuban music and souvenir.

► **Credential: USD 100.00**

(Included in the commercial package of the event)
Includes: Biennial catalogue, participation in the inauguration of the event and official opening of all exhibitions in galleries or workshops; T-shirts and CD of popular Cuban music.

► **Economic credential: USD 50.00**

Includes: Participation in the official opening of all exhibitions in galleries or workshops and CD of popular Cuban music.

Those persons accredited in the event will have the possibility to participate in cultural options, workshops by renowned Cuban artists as well as in a variety of activities in the evenings with preferential prices if presenting the event's credential. Exclusive sale of credentials through the Paradiso travel agency.

For the organization of your trip and purchase of credentials, contact:

PARADISO TRAVEL AGENCY

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