

The "Inventory of the Shades" Project

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Abstract

The Inventory of the Shades is a generative art project, accomplished by *Madeirista* Collective artists, who have begun their actions on the footpaths of Porto Velho city - Rondônia, which is located in West Amazon. In a simple way, the artistic performance seem to wake up feelings capable of changing glances, provoking reactions and reflections, stimulating popular participation, showing us that the painting, while an artistic language, didn't die, but it still alive, when it happens in the day by day of the community. Based in "*original myth of the painting*" [1] and using the Creative Commons License as conceptual generative art proposal in the internet, the reach of the project has been widened by: establishing a system of continuous cultural exchange; accepting contributions from people who live in many different places, including overseas (a generative art social code?).

1. The Project

The "Inventory of the Shades" is a hybrid project of urban intervention and performance that looks at to invert the papers of the "artist and spectator", changing the positions of one and other, using the painting and the performance how to the axes of the conceptual proposal.

In first, the artists make an invitation to the near pedestrians to the place for the action, so that they serve from models to the "art work":make shades; then, the shade of the spectator is framed in the floor with a small carve, or black ink (water basis), meanwhile the artists they ask the people that they sit down to making a first art work, about the shade in the local "Wall of the Fame" (Holywood reference), etc ...whit this, tries to involve the spectator so helps to paint the own shade, signing it at the end.

In instants, is born "new artist"(!), without needing years of class in the art school or art academy, a lot of study or any special divine talent: its first work didn't request practice, nor either ability - anyone can make it, being enough for that, the simple act of recording the own shade in the footpath, how I told it the Master Joseph Beuys: "all is artists".

In that way, is create an simple art public gallery whit free acess, almost that instantaneous, intending with that, another look to the concept of the public art, stimulating the interactivity with the common citizen and questioning the "15 fame minutes" concept (Andy Warhol) that on capitalist media has involved the global society in the search of the paradise of the ephemeral celebrity.

The whole process is documented with photo and video, taking place a gallery that they are published in internet on Creative Commons License, with the previous authorization of the participants, in the Collective Madeirista site: www.coletivomadeirista.org .

The artistic intervention of Madeirista Collective records the experience of people exploring their own figures through the representation of their shadows and therefore leaving their dual images in public space. The project itself is a digital testimony of public urban intervention, strongly proposing social participation in the artistic scenery by transforming the public audience and different socio-cultural elements into urban dynamics. [2]

Among 234 artists and artist groups who participated in the competition (November 2006 - February 2007) whit 56 online projects, the Inventory of the Shades project has received international recognition by UNESCO winning the UNESCO Digital Arts Award 2007, *due to its creative expressions and critical interpretation, as well as innovative use of low technology. [3]*

Five years after the first intervention/performance, its replicate and collaborative dissemination after the documentary film production sponsored by the Brazil Ministry of the Culture in 2008, the project became pretentious - or else megalomaniac - the objective today, is that that artistic action is answered in any street, roadway or wall of each one of the cities of the planet, showing that the painting, unlike the Delaroche prediction, continues more lives than never, when interferes in the day by day of the community.

*presentation also included:
documentary, dvd, 12:56', color, stereo (dolby digital)



*The first performance
Aluizio Ferreira Square
Porto Velho – Rondônia
2004*



“In each corner a Sistine Chapel” (documentary music)



REFERENCES

- [1] STOICHITA, Victor. *A short history of the shadow*. Reaktion Books, London, 1997;
- [2] UNESCO, “Coletivo Madeirista wins the UNESCO Digital Arts Award 2007”, online, unesco.org, 2008;
- [3] Idem.