

NEGRE and the Consorci de Museus de la Comunitat Valenciana present 'Pan y Circo', the first exhibition of the Scroll 2022-23.

Opening date: September 16, 2022

Opening time: 7:00 p.m.

Place: Las Cigarreras Cultural Center of Alicante.

Organized by: Consortium of Museums of Valencia.

Collaboration: Japan Foundation, Las Cigarreras Cultural Center of Alicante and Department of Culture of the Alicante City Council.

Until: November 16, 2022.

Pan y Circo.

Pan y Circo proposes an immersion in the mukbang. A gastronomic rite and mass show where a person, called ASMR-tist, consumes large amounts of food in streaming while interacting with the audience in exchange for financial gain.

The purpose of these actions is to strategically enhance, through microphones, a series of ASMR stimuli related to food handling: slurping, tearing, biting, chewing, swallowing, etc. promoting a series of feelings of empathy and pleasure on the viewer, fictionalizing a utopia of proximity and interaction.

The project will be defined as an immersive scenography that contemplates video, sound and sculptures that transmit a fragmented, at the same time chaotic, vision of the mukbang, its symbols and visual codes. An investigation that moves that ASMR experience and stages a certain social reality to a new mental space: shredding the contents and subverting the purpose of these, offering a crude, at the same time complex, look at our era of virtualization in reference to the problem of virtualization. construction of a self and the digital representation of our identity through virtual interaction, the construction of communities, economy and values through the exposure and consumption of online content, taking the body to the limit through its projection, making it, and of their shares, a consumer product and capitalist commodity.

BIO.

Jorge Isla (Huesca, 1992) currently based in Bilbao, Spain.

Since 2015, his artistic practice focuses on the observation and analysis of reality and on the modes of production and consumption of contemporary society. Represents a set of ideas based on issues related to the perception of everyday and methodologies for searching materials from the immediate context, their collection, reinterpretation, resignification, manipulation and intervention as a conceptual object from a plastic investigation by combining several media: writing, photography, videoart, and installation, depending on the nature of each project.

He won the VEGAP 2015, MAPA Grant of LENS School 2016, Visual Arts Grant from the Spanish Ministry of Culture in the Collège d'Espagne à Paris (2017), etc. He has been selected to participate in the A Quemarropa Residency (Alicante, 2015), V Encontro de Artistas Novos in S. de Compostela (2015), II Encuentro de Artistas de Castilla y León (Segovia, 2018), artist residency Bilbaoarte Foundation (Bilbao, 2018), Artist Book Prize for Young Creators of *Fundación Ankaria* (2019), Premio de Arte Joven de la Rioja (2019), acquisition grant of El Brocense (2019), La Térmica (Málaga, 2020), Ayudas para la investigación, creación y producción artísticas del MECD (2021), acquisition grant Joaquina Zamora (Zaragoza, 2021), acquisition grant Colección UMH (Elche, 2021) and Production Grant Bilbaoarte Foundation (2021).

His work has been exhibited in different solo and group shows such as SC Gallery (2021, Bilbao), Antonia Puyó Gallery (2017 and 2021, Zaragoza), Galeria Presente (2020, Porto), La Rambleta (2020, Valencia), The Natural History Museum of the Universitat de València (2018), Photoespaña (2017), XV Bienal de Fotografía of Córdoba (2017), Kir Royal Gallery (2017, Madrid), CentroCentro Cibeles (2016, Madrid), Centro del Carmen Museum (2016, Valencia), Fachada Media of Etopia (2016, Zaragoza), Contemporary Art Glass Museum of Alcorcón (2018, Madrid), Matadero (2018, Madrid), Art Lima (2018, Lima), Unseen Art Fair (2018, Amsterdam), Estampa Art Fair (2017, 2018 and 2021 Madrid), Photo London Art Fair (2019, London), etc.