

# Alex de las Heras

(Böblingen, 1982)

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## Professional profile

Relational artist, foresight career consultant, educator and cultural producer with fifteen (15) years of experience in the academic, artistic, cultural and educational sectors at local, national and international levels.

I have extensive knowledge in the management and evaluation of artistic and cultural projects, as well as in the production of content and cultural programming aimed at university communities and population groups in various social contexts. I have nine (9) years of experience in Research-creation projects, ten (10) years of experience as a university professor in both public and private institutions; and three (3) years as a creative art director in advertising agencies.

Likewise, I have skills to structure, plan, and develop short and long-term projects, as well as a deep knowledge in different artistic research methodologies, Participatory Action-Research (PAR) and prospective methodologies. I have an extensive portfolio in the production of academic programs and other cultural events designed with the aim of responding to the needs of different institutions and universities so that, in a notorious and creative way, they achieve their sales objectives, brand image, reach or reputation.

I have developed my career through innovation, a transdisciplinary approach, and a flexible and positive disruptive mindset. I firmly believe in the creation and development of a culture of its own within institutions and universities. The great projects that end in success are thanks to the effort and solidarity of many. Fostering respect, a healthy environment and a spirit of cooperation is another of my functions.

## Education

- At present PhD Candidate in Social Sciences and Humanities, National University of Colombia, UNAL.  
Supervisor: Univ.-Prof. Dr. Paolo Vignolo.  
Thesis: "*Performative gestures and immersive future happenings in Colombia*".
- 2016 Master 's Programme Media Culture and Art Theories, University of Art and Industrial Design Linz, Austria.
- 2014 Magister Artium, Diplomastudium (M.F.A.) Master in Art and Experimental Design, University of Art and Industrial Design Linz, Austria.
- 2010 Bachelor 's Degree in Fine Arts, University of the Basque Country, UPV, Bilbao, Spain.
- 2002 Bachelor 's Degree in Advertising and Public Relations, ESIC School of Business, and Universidad Rey Juan Carlos URJC, Madrid, España.

## Complementary education

- January 2021 - June 2021 Visiting Researcher at the Spanish National Research Council, CSIC, Social Sciences and Humanities Center, History Institute. Supervisor: Dr. Antonio Lafuente.
- 2016 - 2017 Laboratorio 'Escuelita', Centro de Arte 2 de Mayo CA2M, Madrid, Spain. First season. Directed by Manuel Segade and Julia Morandeira.
- 2010 ERASMUS scholarship, Dept. of Art and Experimental Design, University of Art and Industrial Design Linz, Austria.
- 2006 Master in Communication and Creative Advertising, Zinkproject School of Creatives, Madrid, Spain.
- 2005 Postgraduate Course in 'Developing products and services. The role of Marketing', offered by the Florida Atlantic University (FAU), at ESIC Business & Marketing School, Madrid.

## At present

Since 2019

Foresight career consultant and co-founder at 121 Consultancy, consulting firm specialized in the projection and design of sustainable professional '*personal futures*' in the field of creativity, design, arts and culture.

<https://121consultancy.com/>

Achievements:

- Company constitution.
- Brand positioning and '*Personal Futures*' consulting service in the education area of museums and IB schools in Colombia.

Roles:

- Design of the brand image and the business model.
- Methodological design.
- Portfolio management.
- Analysis of creative, academic, professional, personal and emotional profiles.
- Evaluation of strategies and design of personalized sustainable future scenarios.
- Recommendations for improvement based on experiential models.
- Development and implementation of agreed solutions.
- Delivery of reports and navigation maps to clients.

2019 - 2022

Co-director, Co-Principal Investigator and producer of the project "*PAN: Pandemonium, Pandemia y Panacea*".

With Univ. -Prof. Dr. Paolo Vignolo.

Documentary film about the performance and projection of gestures, images and future scenarios through the gaze and gesture of the festive devil.

Roles:

- Co-direction, research, scriptwriting, and narrative.
- Co-responsible for content creation.
- Gathering, treatment, classification, and curation of the materials.
- Production, planning and resource management: supervision of the production processes.
- Convene and coordinate teams (research, production, post-production).
- Personnel selection and team management (8 people).
- Planning of work flow, and organization of logistics needs.
- Establishment of bilateral agreements with cultural institutions for the development and achievement of the project. Search for financing.
- Communication and dissemination of the project.

July 2021 - October 2021

Curatorial guest in the Committee to support the management and artistic production of the Biennial of Art and Decoloniality "Re-Existencias". Colonial Museum of Bogotá, Colombia.

<https://bit.ly/3nb9D1a>

Roles:

- Projection, curatorial and spatial definition, suggestion of invited artists and works of art.
- Selection of artworks presented by open call.
- Elaboration of a theoretical text.

December 2021

Author: "*Simulation Rooms*", Guías LADA 2021, Instituto Nacional de Tecnologías Educativas de Formación del Profesorado (INTEF), Ministerio de Educación y Formación Profesional de España.

Editor: Dr. Antonio Lafuente (CSIC, Center for Human and Social Sciences, Institute of History).

<http://laaventuradeaprender.intef.es/proyecto>

Commission:

- Research, methodological design, and writing of a 'how to guide' for creating simulation rooms of future scenarios.

## Teaching experience

September 2020 - December 2021

Leader of the research hotbed: "*The Futures of Heritage*".

Project between the Faculty of Human Sciences and the Faculty of Arts, National University of Colombia, UNAL.

Formed by two (2) investigators, one (1) content advisor, and three (3) bachelor students.

Achievements:

- An audiovisual archive on social scenarios related to future images in Colombia, in dialogue with Latinamerica during the years 2019 and 2020.

Roles:

- Design and conceptualization of the hotbed, as well as of the search engines.
- Development of group sessions about concepts, research tools, and curation of materials.
- Gathering, treatment, and classification of materials in a logical way, allowing the relationship of new information with that maintained over time.
- Convene and coordinate the team.

February 2020 - June 2020

Visiting professor, subject: Programa Salón Cano.

Project "*Espacio 3*". School of Plastic and Visual Arts, Faculty of Arts, National University of Colombia, UNAL.

Achievements:

- Establishment of a bilateral agreement between the School of Plastic and Visual Arts at the National University of Colombia, and ECO Estación Cultural de los Oficios.
- Production of 17 works of art belonging to the subscribed students.

Roles:

- Ideation, design and planning of a multipurpose exhibition space at ECO Estación Cultural de los Oficios in Bogotá, Colombia.
- Design of the pedagogical contents of the subject with a collaborative cultural entrepreneurship approach.
- Monitoring, review and rating of projects designed and produced by students.
- Convene and coordinate the team and students.

February 2020 - June 2020

Assistant professor, subject: Bachelor degree work. School of Plastic and Visual Arts, Faculty of Arts, National University of Colombia, UNAL.

Roles:

- Design of the pedagogical contents of the subject.
- Promote autonomy, self-management and self-evaluation.
- Development of sessions on concepts, tools, methodologies of artistic production, curatorial and directed research.
- Monitoring, review and rating of projects designed and produced by students.

September 2019 - December 2019

Assistant professor, subject: Bachelor degree work. School of Plastic and Visual Arts, Faculty of Arts, National University of Colombia, UNAL.

Roles:

- Design of the pedagogical contents of the subject.
- Promote autonomy, self-management and self-evaluation.
- Development of sessions on concepts, tools, methodologies of artistic production, curatorial and directed research.
- Monitoring, review and rating of projects designed and produced by students.

June 2019

Workshop convenor, XI International Meeting 'The world upside down: Humor, noise and performance', Hemispheric Institute of Politics and Performance of the University of New York NYU, Universidad Autónoma de México, UNAM, Mexico D.F.

Metafiesta: 'la fiesta' that talks about (and laughs at) itself.  
<https://bit.ly/2X4Ex0v>

Achievements:

- Performative action of an immersive future scenario addressing climate change and the imminent global water crisis, at the Universidad Autónoma de México, UNAM.

Roles:

- Design of contents and methodology of the workshop.
- Selection of candidates, convene and coordinate the group.

August 2018 - December 2018

Part-time teacher, subject: Portfolio. Faculty of Art and Graphic Design. University Jorge Tadeo Lozano.

Roles:

- Design of the contents and pedagogical program of the subject.
- Development of sessions on image analysis, advertising communication, creative methodologies and Design Thinking.
- Monitoring, review and qualification of the portfolios designed and produced by the students.

October 2016 - November 2016

Guest artist, Maestría Interdisciplinar de Teatro y Artes Vivas (MITAV) Bogotá, Faculty of Arts, Universidad Nacional de Colombia, UNAL.

Workshop: "*Fiesta como estrategia de la alegría*". Aimed at students of the Faculty of Arts.

<https://alexdelasheras.es/fiestamaldita>

Achievements:

- One (1) performative action in the public space, and a ritual-performative exhibition of the work: '*Coreografía para una fiesta maldita*'.

Roles:

- Design of the workshop methodology and theoretical contents.
- Development of sessions on the analysis of the festive image, its performance and its happening.

January 2014 - July 2014

Guest lecturer at the Contemporary Dance Institute (IDA), Anton Bruckner Privatuniversität, Linz, Austria.

Co-director of the choreographic project '*Dilemma*'.

<https://alexdelasheras.es/dilemma-del-erizo>

Achievements:

- Three (3) public performances: Redsapata Linz; Anton Bruckner Privatuniversität Linz Theater; Spinnerei Kunstraum, Traun, Austria.
- Graduation of all students.

Roles:

- Artistic and scenic co-direction, conceptualization and development of the narrative.
- Development of sessions on analysis of performance and gesture.
- Monitoring and revision of the choreographic and scenic work of the students.

July 2012

Workshop convenor with EXPANDERRR Collective. LIWOLI: Art meets Radical Openness. Festival of Art, Hacktivism and Open Culture. Linz, Austria.

<https://alexdelasheras.es/swarm-grid-sensing>

Achievements:

- Swarm performative action in the public space.

Roles:

- Design of contents and methodology of the workshop.
- Convene and coordinate the group.

## Research-creation experience

With an emphasis on ethnomethodology and visual ethnography, artistic research, and futures studies, Alex de las Heras works as a researcher, relational artist, producer, stage director, and performing arts curator. Since 2010 he has directed, co-directed, and produced up to ten (10) research-creation projects.

Since 2019, member of the Hemispheric research group 'Game, Party and Power', of the Hemispheric Institute of Performance and Politics of the University of New York (active since 2007).

Since 2019, member of the SensoLab interdisciplinary Laboratory, of the Faculty of Social Sciences of the Universidad Pontificia Javeriana, Bogotá, Colombia.

2020 - 2021

"*The Futures of Heritage*"

Co-investigator, leader of the research hotbed, team coordinator.

With Univ. -Prof. Dr. Paolo Vignolo and Mario Opazo Cartes.

Research project between the Faculty of Human Sciences and the Faculty of Arts, National University of Colombia. Research grant to support projects between the Faculties of Arts and Human Sciences.

Achievements:

- Consolidation of an audiovisual archive of social scenographies located in Colombia and Latin America during the years 2019 and 2020, in relation to imagining possible and desirable futures.

Roles:

- Design of the curatorial methodology and search engines.
- Planning of actions and academic products.
- Development of sessions on concepts, research tools and curation of materials.
- Convene and coordinate team.

2020

"*PEPA*" (*Heritage, Scenarios, Bearers and Agents*)

Principal investigator, convenor and coordinator.

Participants: Doctorate program in Human and Social Sciences from the National University of Colombia; Colonial Museum and Museum Santa Clara of Bogotá; Directorate of Cultural Heritage of the National University of Colombia; Museum of Modern Art of Medellín MAMM; and a focus group of heritage bearers, artists, activists and academics.

Future Workshop based on Participatory-Action Research (PAR) on the future of Colombian cultural heritage, in a 20 year horizon.

Achievements:

- Consolidation of a proposal document for the improvement of public policies on Cultural Heritage issues in Colombia in a twenty-year horizon.

Roles:

- Methodological design.
- Provide a space from which to cultivate the collective public imagination around issues of the future of Cultural Heritage in Colombia.
- Conduct workshop sessions.
- Selection of guests, convene and coordinate team.

2019

"*Metágora: FOCO 2019 - 2039*"

Co-investigator and producer.

With Univ. -Prof. Dr. Paolo Vignolo

Official Academic Program of the XIV Meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage UNESCO, 14COM in Bogotá D.C., Colombia. Place: Agora Bogotá, Convention Center.

Project of the Strategic Area "*Culture, Interculture, Art, Communication, and Contemporary Poetics*" of the Vice-chancellor for Research of the National University of Colombia UNAL.

Achievements:

- Generation of a broad public debate among those cultural agents, carriers of knowledge and traditions participating in the UNESCO meeting on the enhancement of culture, sustainable tourism, gender equality and social justice in the future.

Roles:

- Proposal study for the improvement of public policies, in a future perspective, addressed to the Ministry of Culture; the District of Bogotá D.C.; and UNESCO, on Cultural Intangible Heritage, traditional trades and knowledge.
- Summon and coordinate events and guests.

<https://alexdelasheras.es/foco-2019-2039>

2019

" *I Council of Festive Devils to celebrate the futures of Humanity*".

Co-director, co-investigator, stage and performance director, and producer.

With Univ. -Prof. Dr. Paolo Vignolo.

Official Academic Program of the XIV Meeting of the Intergovernmental Committee for the Safeguarding of the UNESCO Intangible Cultural Heritage.

Support: Directorate of Cultural Heritage of the Ministry of Culture of Colombia; Colonial Museum and Santa Clara Museum; the Department of History; Doctorate in Human and Social Sciences; School of Plastic and Visual Arts of the National University of Colombia; ECO Estación Cultural de los Oficios de Bogotá.

Participatory Action-Research (PAR) project with international researchers, creators and activists from different Latin American and international communities committed to Intangible Cultural Heritage processes.

<https://bit.ly/3nbZukS>

Achievements:

- Carried out two (2) events of Participatory-Action Research (PAR), ethnographic and journalistic performance.
- Start-up of a capacity for future research development within the participating institutions and communities directly affected by Cultural Heritage policies.
- Conversion of those heritage bearers attending the meeting and affected by cultural heritage policies into participants being involved in a constructive and creative way.
- Critical contribution to the '*Future Literacy*' research line of action directed by UNESCO, since 2012.
- Event covered by the French Press Agency AFP.
- The Guardian 'Best photographs of the day'.
- News report on the program 'Al rojo vivo', Telemundo channel.

Roles:

- Conceptualization, curation, script and production of the events.
- Selection and curation of academics and invited artists.
- Design and organization of public programming composed of two (2) events made up of twenty-one (21) performances.
- Management of budgets, expenses, contracts, permits, fees, invoices and logistics.
- Search for funding: attracting sponsorship, scholarships, sponsors and collaborators.
- Main contact person and point of support for artists, institutions and collaborators: information and advice to the participating community on the program and different activities.
- Communication and dissemination of the event: writing of communicative and reflective texts on the program.

2019

" *La Fiesta del Fin*" (collective project in process).

Director, co-investigator, producer and convener.

'Future Images Laboratory' convened by SensoLab (interdisciplinary laboratory of the Faculty of Social Sciences of the Pontificia Javeriana University) in collaboration with Centro Ático, Espacio Odeón and the support of the Mayor's Office of Bogotá.

Digital discount calendar of the days, months and years that Colombian society imagines, projects or wishes are missing for the end of the Colombian Armed Conflict to be celebrated.

Participants: Paolo Vignolo (CO), Andrea Forero (CO), Angélica Arenas (CO), Carolina Paz (CO), Cristina Arias (CO), Federico Reme (CO), Jimena Sánchez (CO), Nicolás Zorro (CO), Paula de Pablos (CO), Rafael Arévalo (CO), Katherine Moreno (CO).

Achievements:

- Design of a tool capable of measuring different social temperatures regarding the end of the Colombian Armed Conflict, depending on the age, sex, ethnicity, social class and place of origin of each participant.
- Design of an instructive to imagine, think and fantasize about 'la Fiesta del Fin'.

Roles:

- Creation (in process) of a public and participatory web tool containing statistical data on participation.
- Summon and coordinate the collective.

2019

"*Metafiesta: la fiesta that talks about (and laughs at) itself*"

Principal investigator, convenor, producer.

Workshop at the XI International Hemispheric Meeting ' *The world upside down: Humor, noise and performance*, Hemispheric Institute of Performance and Politics of the University of New York, in Mexico City D.F.

Guest: Richard Schechner (US).

Practice of artistic research methodologies and protocols for creating immersive futures (direct theater, Experiential Ethnographic Futures).

Achievements:

- Generation of a public debate on climate change, the crisis of potable water in Mexico City D.F., and its imminence on a global scale.
- Immersive performance action at the Autonomous University of Mexico (UNAM).

Roles:

- Methodological design of the workshop.
- Selection of participants, summon and coordinate team.

<https://bit.ly/2X4Ex0v> - <https://bit.ly/3DUO2Qt>

2017

"*Shedding the Skin*"

"*What is the Future of Arts in a Post-Industrial Society, in a Media and Services Age?*"

Co-director, co-investigador, co-producer, co-coordinator, with Enrique Tomás (ES).

LinzIMPORT, a financing program for cultural and artistic projects in Upper Austria.

Supports: Linz Kultur Förderungen, AFO Architecture Forum Upper Austria; Bilbao City Council, Spain; Etxepare Basque Institute, Spain; Dorf TV Upper Austria; Radio FRO Upper Austria; STWST Stadtwerkstatt Linz; Eleonore Schiff initiative Linz.

Guests: Txema Agiriano (ES), Karla Tobar (PE), Laurita Siles (ES), Saray Pérez-Castilla (ES), La Ortiga (ES), Amaia Vicente (ES), Sandra Quintanilla (ES), Spek (AT), Leo Schatzl (AT), Tancred Hadwinger (AT).

<https://bit.ly/3BScLTs> - <https://bit.ly/3BUwLVT>

Achievements:

- Establishment of an artistic and cultural research-creation network between the cities of Linz (AT) and Bilbao (ES) around the post-industrial development of both cities.
- Production of an artistic residency for six (6) artists and one (1) guest curator at AFO Architecture Forum Upper Austria and Eleonore Schiff initiative Linz.
- Inauguration of a temporary exhibition (2 months) of the works carried out at AFO Architecture Forum Upper Austria.
- Communication and institutional dissemination of the project in Bilbao Art District 2017, Dorf TV and Radio FRO.

Roles:

- Development of a program of activities including: exhibition opening, exhibition of works, live sound performances, visits to ateliers of local artists and architects, industrial history tour of the Danube River, interviews, workshops and presentations.
- Summon and coordinate invited artists, curators and participating institutions.
- Contact person and point of support for artists, institutions and collaborators: information and advice to the participating community about the programming and different activities.
- Search for funding: attracting sponsorship, scholarships, sponsors and collaborators.
- Communication and dissemination of the event: writing of communicative and reflective texts on the programming.

2016

"*Metafiesta. Ecstasy Policies*"

Principal investigator, producer and convenor.

Commission of the Department of Cultural Studies and the Austrian National Union of Students OEH of the University of Art and Industrial Design in Linz, Austria.

Participants: Prof. Dr. Karin Harrasser (AT), Prof. Dr. Martin Zillinger (DE), Dr. des. Anja Dreschke (DE), Thomas Marschall (AT), Marissa Lobo (BR), Sam Bunn (GB), Jeff Boudreaux Brass Band (FR / AT).

Symposium of theoretical and artistic reflection, creation of festive-ritual knowledge through practices, ethnographic methodologies and performative conferences.

<https://bit.ly/3n5n7eO>

Achievements:

- Academic symposium composed of five (5) talks and five (5) performances.
- Participatory involvement of the scientific and student community of the Linz University of Art and Design.

Roles:

- Conceptualization and curation of the symposium.
- Selection of academics, artists and activists.
- Direction, design and organization of public programming.
- Writing communicative and reflective texts on programming.
- Communication and dissemination of the event.



2014

" *TransPorno. Porno, trans and artistic practices*"

Co-director, principal investigator, producer, convenor and referent of the event.

Project commissioned by the Austrian National Union of Students OEH of the University of Art and Industrial Design in Linz, Austria. Location: Dokapi OEH.

Participants: Dr. Phil. Herbert Hechmayer (AT), Didi Bruckmayr (AT), Maria Llopis (ES), Angelika Peroni (AT), gula gula (ES / AT), Dj X Glow (AT), Tamara Máscara (AT), Roland Laimer (AT), Jens Höffken (DE), Ursula Graber & Vilde Svarplyte (AT), KEOS (AT).

Symposium of theoretical and artistic reflection on queer and post-feminist politics through artistic conferences, workshops, performance and research. Review of the work of *Diana Pomoterorista*, "Yes, we fuck", *Post Op*, *Annie Sprinkle*, *Emilie Jouvett*, *BruceLaBruce*, *Julia Ostertag*, *Go Fist Foundation*, *Barbara De Geneviere*, *Tim Stüttgen*, *Beatriz Preciado* and *Belladonna*.

<https://bit.ly/3yMDwXz>

2012

' *Floating carpet*'

Artist, principal investigator, producer.

Research-creation project on the origin of Persian rugs, their uses, materials, designs and production techniques resulting in an installation. Design based on the pigmentation of the wine on the cork, the nomadic process of the project and the natural elements of the production contexts: waves, animals, people, a compass. When the sculpture is installed in the water, it transmits its stillness and movement.

<https://alexdelasheras.es/floating-carpet>

Achievements:

- Symposium lasted 2 weeks. Official programming composed by one (1) workshop, two (2) talks and seven (7) performances, plus three (3) happenings initiatives by student art collectives.
- Creation of a theoretical course on post-pornographic practices in the dept. of Cultural Studies at the Linz University of Art and Industrial Design, in 2015.
- Participatory involvement of the scientific and student community of the Linz University of Art and Design; (IDA) Anton Bruckner Privatuniversität Institute of Contemporary Dance; and the Johannes Kepler University of Linz, Austria.

Roles:

- Conceptualization, curation and production of the symposium.
- Selection of academics and invited artists.
- Design and organization of public programs.
- Main contact person and point of support for artists, institutions and collaborators: information and advice to the participating community on the programming and different activities.
- Writing communicative and reflective texts on programming.
- Communication and dissemination of the event.

Achievements:

- 2018, "Loose Harbor", Exhibition at OÖ Kulturquartier, Linz, Austria.
- 2017, STURM UND DRANG GALERIE representation, Linz, Austria.
- 2015, "Floating Village", Exhibition at KunstRaum Goethestrasse xtd, Linz, Austria.
- 2013, Artistic Residency, Kulturpark West Augsburg, Augsburg als Experimentierfeld für Interdisziplinäre Kunst und Ausdrucksformen, Schwabencenter Augsburg, Germany.
- 2013, Artistic Residency, LETS SINK!, Kunst im Öffentlichen Raum Niederösterreich, Wellenklaenge Festival, Lunz am See, Austria.
- 2013, Nomination Neptune Wasserpreis, Wien, Austria.
- 2012, Best OFF der KunstUniversität Linz, Austria.
- 2012, Eleonore Schiff der Stadtwerkstatt, Linz, Austria (Solo Exhibition).
- 2012, Artist in Residence Eleonore Schiff, STWST, am Winterhafen Linz, Austria.

## Professional experience in creative and art direction

2013 - 2015

"*Dokapi ÖH*" *Artist-run space*"

Co-director and Reference of Events of the Austrian National Union of Students ÖH, University of Art and Design of Linz, Austria.

Curatorship, production and programming of monthly and annual artistic, academic, and cultural events aimed at the scientific, academic and student community.

Direct manager: ÖH Vorsitz Hochschuliler \* Innenschaft Kunstuniversität Linz.

Contact: oeh.vorsitz@ufg.at

<https://bit.ly/3yMDwXz>

Achievements:

- Holding a total of forty (40) events in two (2) years: artistic residencies for chefs, conferences on contemporary issues, capsules and sound cocktails, live performances, concerts, thematic screenings, winter and summer festivals, among other formats.
- Consolidation of the 'Dokapi ÖH' space project on the local, regional and national austrian scene: a reference point of passage for artists in transit.
- Participatory involvement of the student community of the Linz Universities of Art and Design; and the (IDA) Institute of Contemporary Dance of Anton Bruckner Privatuniversität.
- Total clean-up of the project accounts at the end of 2013.

Roles:

- Co-director of the team. Leadership of teams of twelve (12) students per year, a total of twenty-four (24).
- Team coordinator: selection of personnel, organization of logistical needs, definition and delegation of responsibilities, incentive and motivation of the team.
- Responsible for content creation: research, conceptualization and production of the monthly programming and annual cultural content.
- Search for funding: attracting sponsorship, scholarships, sponsors and collaborators.
- Management and maintenance of space and infrastructure depending on the type of event and the public.
- Communication and content writing, social media management.
- Main contact person and point of support for the university community on the different programs and activities.

2006 - 2007

Bob Zapping / M&C Saatchi  
Madrid, España.

Art director.

Roles:

- Elaboration of advertising campaigns and their visual language, conceptualization and creative thinking.
- Corporate image design, creation of web, viral and social media campaigns, television, radio and events.
- Photography division, illustration supervision and direction, photo retouching, typography design and creation, final arts.

Clients:

Banco Gallego, Génesis Insurances, City of Leganés; LGNS, Sol Meliá Group, Sport Zone, La Sexta, Climalit, Línea Directa, Lotería y Apuestas del Estado, Getafe C.F, Coca Cola Group, Sogecable.

2005 - 2006

Shackleton Group  
Madrid, España.

Art director.

Roles:

- Elaboration of advertising campaigns and their visual language, conceptualization and creative thinking.
- Corporate image design, creation of web, viral and social media campaigns, television, radio and events.
- Photography division, illustration supervision and direction, photo retouching, typography design and creation, final arts.

Clients:

40 Principales, Caja Madrid, Calle 13, NBC Group, CEU University, Leche Celta, Save the Children, Sci Fi Channel, Renta 4, "Hoy no me puedo levantar" Musical.

## Selected performances, exhibitions and cultural productions

- Co-founder of the eclectic duo '*gula gula*', focused on gastro-artistic synesthesia since 2013.
- Co-founder of 'El Burdel Creativo', an online peep-show gallery of Copyleft projects and culture.
- Co-founder of the artistic collective 'Expanderrr', focused on adapting disused public spaces where to host programming and cultural events open to the public.

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2020	" <i>Experimentierfeld</i> " 10th Anniversary. Klukyland artist-run space. Collective exhibition. Viena, Austria.
2020	" <i>Fantasy Island</i> ". ARS Electronica Festival, Sound Campus - Metaverse. Performance and installation. With <i>gula gula</i> . Linz, Austria.
2019	" <i>Concilio de diablos festivos</i> ". Official Academic Program of the XIV Meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage UNESCO. Santa Clara Museum of Bogotá D.C. Participatory Action Research (IAP), curatorship, stage direction, production, happening. Bogotá D.C., Colombia.
2019	" <i>Animal Planet</i> ". Official Academic Program of the XIV Meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage UNESCO. Agora Bogotá, convention center. Production of a journalistic ethnographic performance. With Paolo Vignolo. Guests: Sandro Bozollo (IT) and Santiago Rivas (CO). Bogotá D.C., Colombia.
2019	" <i>Agua del futuro</i> ". XI International Meeting 'The world upside down: Humor, noise and performance' of the Hemispheric Institute of Performance and Politics of the University of New York. Autonomous University of Mexico (UNAM), Mexico D.F. Happening in the public space. Mexico.
2018	" <i>Alegorías de un Bodegón, fruta y sensualidad en el Siglo XXI</i> ". Factoría L'Explose Residencia Artística. Performance. With Amulfo Pardo Ravagli, Alejandro Díaz Pénagos e Irene Rodríguez. Bogotá D.C., Colombia
2018	" <i>Loose Harbour</i> ". Floating village series. OÖ Kulturquartier Linz. Collective exhibition. Linz, Austria.
2018	" <i>Abstract Pom</i> ". Le Festival du Film de Fesses de Paris, L'hybride Short Film Venue. Video. Honorable Mention Award. Paris, Francia.
2017	' <i>The Geek Chefs</i> '. Sankt Interface Festival. University of Art and Design. Performance and live TV program. With <i>gula gula</i> . Linz, Austria.
2017	" <i>Shedding the Skin</i> ". AFO Architecture Forum Upper Austria. Curatorship, cultural programming, artistic residency and production. With Enrique Tomás (ES).

- 2017 "Alex de Orión". GfK Gesellschaft für Kulturpolitik & Dortf TV. Performance Live Call-In TV Show for Artists. Linz, Austria.
- 2016 "The dog is missing". Exhibitions: Sala Teatro Seki Sano, Bogotá, Colombia; Stilles Beben Festival für Performancekunst; Urhof20, Grünbach am Schneeberg, Austria. Video performance. With Lab on Stage collective: Amulfo Pardo Ravagli, Adriana Torres Topaga y Andrea Maria Handler. Austria, Colombia.
- 2016 "Kunst Tombola" with Salvatore Viviano. Director, producer, performer. Galerie Ost + West, Linz, Austria.
- 2016 "Coreografía para una fiesta maldita". Performance and happening. Public space and the School of Plastic and Visual Arts. National university of Colombia. With students of the Interdisciplinary Master of Theater and Living Arts MITAV. Bogotá D.C., Colombia..
- 2016 "Hoy es un día cualquiera, a mediados de 2030". Sala Juana Mordó, Circulo de Bellas Artes de Madrid y Espacio Urg3l. Video installation. Madrid, España.
- 2016 "Locus Amoenus", an operetta of Elio Nikos Seidl. Burg Reichenstein. Performer. Austria.
- 2015 "It's a dirty, dirty job". Dokapi ÖH artist-run space. University of Art and Industrial Design Linz. Curatorial program of video games and performance. With Enrique Tomás (ES).
- 2015 "OMG! Wholesale Believes and Blasphemies". Dokapi ÖH artist-run space. University of Art and Industrial Design Linz. Curatorship, cultural programming and symposium production.
- 2015 "Exotische Provinz". Central Linz. gfk | Gesellschaft für Kulturpolitik OÖ. Performance and installation. With gula gula. Linz, Austria.
- 2015 "Floating Village I-V". KunstRaum Goethestrasse xtd. Installation. Collective exhibition. Linz, Austria.
- 2014 "TransPomo. Pomo, Trans y Prácticas Artísticas". Dokapi ÖH artist-run space. University of Art and Industrial Design Linz. Curatorship, performance programming and symposium production. Linz, Austria.
- 2014 "Dilemma". Redsapata Plattform für Tanz und Tanzkunst; Anton Bruckner Privatuniversität Theater; Spinnerei Kunstraum. Artistic and scenic co-direction. Contemporary dance piece. With Amulfo Pardo Ravagli (CO), Austria.
- 2014 "Prokrastinieren und Abschalten, Müsiggang am Donaudamm". MemphisMemphis Gallery. Installation in the public space. With César Escudero Andaluz (ES). Linz, Austria.

2014	" <i>Der Käfig ist auf, und der Zoo zu</i> ". Raumschiff Gallery. Video performance. Collective exhibition. Linz, Austria.
2014	" <i>Parallaxe 2'</i> ". Nomadenetappe Gallery. Video installation. With Marc-Alexandre Dumoulin (FR). Linz, Austria.
2014	" <i>The Uninvited</i> ". Nomadenetappe Gallery. Installation. Linz, Austria (Solo Exhibition).
2013	" <i>Paradisei</i> ". Schwabencenter Augsburg, EXTRAWURST Galerie. Video installation and performance. Collective exhibition. Augsburg, Germany.
2013	" <i>LET'S SINK!</i> ". Wellenklaenge Festival Lunz am See, Kunst im Öffentlichen Raum Niederösterreich. Installation and performance. Collective exhibition. Austria
2013	" <i>Destroy 10000 years of Nature, Wem Gehört die Grüne Bühne?</i> ". Festival. Linz Botanical Garden. Performance. Collective exhibition. Linz, Austria.
2012	" <i>Containerr: Relational Art &amp; Open Space</i> ". Curatorship, cultural and performance programming, event production. With Expanderrr collective. Linz Promenade, Austria.
2012	" <i>Floating cape?</i> ". Eleonore Schiff initiative. Installation in the public space, Danube river. Solo exhibición. Linz, Austria.
2011	" <i>Expandimental. Adapting the Void</i> ". Tabakfabrik Linz. With Expanderrr collective. Curatorship, cultural and performance programming, event production. Linz, Austria.

#### Grants, awards and artistic residencies

- 2020, Grant Support for Research Projects between the Faculties of Arts and Human Sciences, National University of Colombia.
- 2019, Heritage Directorate Grant of the Ministry of Culture of Colombia, 'X National Heritage Meeting'.
- 2018, Artistic Residence Factoría L'Explose, Bogotá, Colombia.
- 2017, Palmarès Le Festival du Film de Fesses de Paris 'Special Mention' for 'Abstract Pom', Paris, France.
- 2017, LinzIMPORT Linz Kultur Förderungen, Austria.
- 2016, Artistic Residency, RAUN, National University of Colombia, Colombia.
- 2016, Artistic Residency, Urhof20 – Grünbach am Schneeberg, Austria.
- 2013, Artistic Residency, Kulturpark West Augsburg. Augsburg als Experimentierfeld für Interdisziplinäre Kunst und Ausdrucksformen, Schwabencenter Augsburg, Germany.
- 2013, LET'S SINK! Artistic Residency at the Wellenklaenge Festival, Lunz am See, Austria.
- 2013, Neptune Wasserpreis Nomination, Wien, Austria.
- 2012, Best OFF der KunstUniversität Linz, Austria.
- 2012, Eleonore Schiff Artistic Residence, STWST, am Winterhafen Linz, Austria.
- 2010, Erasmus Scholarship, Universität für künstlerische und industrielle Gestaltung Linz, Austria.
- 2006, 1st Prize NEBRIFEST Advertising Festival, Madrid.
- 2005, 1st Prize, Short Story Competition ESICREA, Madrid.

## Talks and presentations

- 2020, 'I Concilio de Diablos Festivos' in "Context lecture: Fiestas populares, Carnaval, Sociedad y Arte Popular", at National University of Colombia UNAL, Bogotá, Colombia.
- 2019, 'La Fiesta del Fin', within the framework of the 'Future Images' Laboratory by SensoLab (Interdisciplinary Laboratory, Faculty of Social Sciences of the Pontifical Javeriana University) and organized by Espacio Odeón. In Espacio Odeón, Bogotá, Colombia.
- 2019, 'Agua del Futuro' in 'The World upside down: Humor, noise and performance', Presentation on 'The practice backwards: Party, laughter and performance' at the Antiguo Colegio de San Ildefonso during the XI Hemispheric Meeting of Performance and Politics, Hemispheric Institute, Mexico City, Mexico.
- 2018, Presentation on Art in Public Space: on its capacity to generate identity territories and the establishment of border times and spaces. UPN National Pedagogical University, Bogotá, Colombia.

## Publications

- 2021, "*Situation Rooms*", Guías LADA 2021, Instituto Nacional de Tecnologías Educativas y de Formación del Profesorado (INTEF), Ministerio de Educación y Formación Profesional de España.
- 2020, "*Cuando sueño con el niño*", Editorial Norma, ISBN: 9789580017196.
- 2016, "*Metafiesta. A fiesta which talks about itself*", Magazine of the Political Cultural Society of Upper Austria, GFK Gesellschaft für Kulturpolitik, pg. 24.
- 2016, "*El Espejo Mágico*", Reflexión sobre la mascarada de invierno 'Los Carochos', Revista 'Los Carochos', Fiesta de interés turístico de Castilla y León, pg. 6.

## Languages

### English:

Advanced Certificate Michigan University, 2000.  
C1-C2 TOEFL iBT, Oxford University Online Placement Test, 2017.

### Deutsch:

B1 Zertifikat Deutsch Österreich, am Prüfungszentrum VHS Linz, 2014.

## References

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