

Bill Viola, Daniel Canogar or Monica Rikic 'play' video games at the 'Homo ludens' exhibition

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Produced and organized by the 'la Caixa' Foundation, the exhibition includes 58 pieces by 36 creators, including video games and works of art, which analyzes the role of the former not only as an industrial product, but also as a cultural, aesthetic and artistic phenomenon.

In the sample, topics such as the universal mechanics of the game, the million-dollar video game industry, its influence on other disciplines such as art and science, and identity in a world where the real coexists with the virtual, among other issues.

The exhibition offers an interactive and participatory tour in which the viewer acts as a 'gamer', although without playing the video games on display at any time. The viewer chooses the itinerary he prefers to do, as in a video game, starting from a central square that functions as an anteroom and distribution space for the exhibition.

At the beginning of the exhibition, each visitor will receive a device - the Coin - an object with which they can answer a series of questions along the way. Through the answers to these questions, the system will configure an avatar for each visitor that will identify them with a 'gamer' profile: from the most skeptical to the most devoted to video games.

On the large screen installed in the last room of the exhibition, a community of avatars is projected that represent, in real time, the accumulated profiles of all the visitors to the exhibition. The exhibition 'Homo Ludens. Videogames to understand the present' can be visited at CaixaForum Madrid until October 31.

The exhibition begins in a room that welcomes the visitor and in which you can see a wall of screens that shows people of all ages, from the front, playing video games. At a counter, visitors receive the Coin, which will allow them to interact (play) with the exhibition.

A first game of questions and answers helps visitors learn how the interaction system works, and allows collecting the necessary information to be able to profile visitors and understand their relationship - or the relationship they believe they have - with video games. .

Next, you enter the central lobby, a bright space, from which the visitor can access five rooms that address different themes. At the entrance and exit of each of the five rooms, the visitor will be able to answer some of the dilemmas posed by video games.

This central square of the exhibition is conceived as a distributor that allows visitors not only to see, but also to experience the exhibition as if it were a video game.

The exhibition is curated by Luca Carrubba, director of the ArsGames association, dedicated to research and cultural dissemination of video games, and has the Domestic Data Streamers studio for the design of the museography and interactive experience.

The Homo Ludens exhibition opens at CaixaForum Madrid and, afterwards, it will star in a long tour until 2025 that will take it to Barcelona, Seville, Valencia, Palma, Tarragona, Zaragoza, Lleida and Girona.