



SCAN: global promotion of Spanish contemporary art through social media

LOCATION: La Carolina (Jaén)

DURATION: 1'31"

SUMMARY: Three Andalusian architects —from La Carolina (Jaén), Almería and Morón de la Frontera (Seville)—and one New Yorker have launched in London, the first platform to promote emerging Spanish contemporary art. In a little over a year, they have created a directory with more than 140 artists and established contact in fifty countries. In the summer of 2015 the works have leaped from social networks to the three exhibition centers in London with the exhibit "Saturation."

VTR:

To give global attention to emerging Spanish contemporary art. This is the goal of a digital platform born in London in 2014, thanks to three Andalusian architects and one New Yorker.

LOLA V. RUIZ
Co-Founder SCAN

"There was not a Spanish presence, there was not enough of a Spanish presence, even with the good quality and positive reputation of emerging Spanish art."

They set up the SCAN Foundation and started to post on social media.

LOLA V. RUIZ
Co-Founder SCAN

"In Facebook, we've decided to show one artist's work every day. We've been doing it for 365 days and more."

They do not sell art. They are the link between artists and galleries. Their directory has over 140 artists selected by exhibition curators such as Manuela Villa, Sema D'Acosta and Pablo del Val.

KEKE VILABELDA
Artist

"The most interesting thing is the possibility to establish relationships with other artists, to generate synergy that, in the end, is what makes us stronger both as individuals and collectively."

They have received inquiries from over 50 countries and counting. In 2015 they went beyond social media to set up their first major exhibition 'Saturation.' First in London, and then in La Carolina (Jaén).

LOLA V. RUIZ
Co-Founder SCAN

"I'm interested in showing what young people are doing, or emerging Spaniards, at home. I think that foreigners are highly valued, and sometimes we forget about the wealth of our own country, the creative wealth."

A road trip that includes stops in countries such as Russia and Korea.

For more information or support please call +34 647 310 157 or email
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