



MUARCO

Museo de Arte Contemporaneo

„La exposición en el museo en la exposición...
The exhibition in the museum in the exhibition...
Die Ausstellung im Museum in der Ausstellung..“

Goals: excited visitors in the museum, attention, attraction, benefit

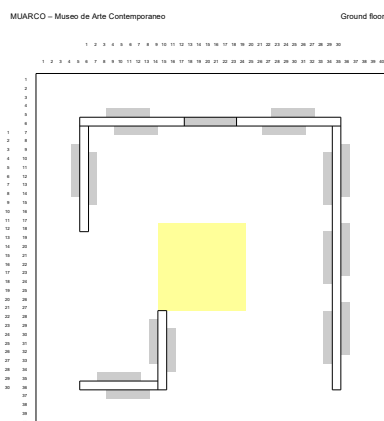
Tools: mounting the interactive social sculpture MUARCO

Requirements: 1 square meter , 1 little desk

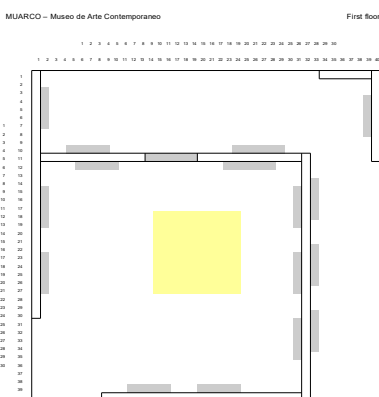
Economy: extra money

Contact: DeSouza Gallery (English, Spanish) +34 630882045 | Luzia Sassen Gallery (German) +49 1722532720

MUARCO is a miniaturized version of a modular exhibition space, which contains hundreds or more art works – depending on the configuration – in the size of 8 per 5 cm. The museum will be mounted on a base 60x60 cm and can reach a height of 1,80 meter. Extra installation is not needed, mounting and dismounting time less than 1 hour. MUARCO contains a given set of art works from various artists and prefabricated certified MDF – layers ready to draw or paint. A visitor is invited to take two layers, draw or paint, and swap one of his artworks for one inside the exhibition space and store the second one in the basement of the sculpture. Surplus works are marketed in the supplied packaging in your museum shop or as part of the European art project ARTSURPRISE. The consumables are replenished from a minor part of the profit.



Configuration sample No1 of one floor



Configuration sample No2 of another floor



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The sculpture is configured by modular segments (40 per 40 centimeter, height 31 cm). The modules can be arranged horizontal and vertical and each module offers very different views on the mounted art works. A minimal configuration contains one basement (storage for surplus artworks and prepared layers) and four levels in different designs).

The configuration sample No1 on the left side provides 16 mounting positions for art works in the size of 8 per 5 cm.

The configuration sample No2 on the left side provides 16 mounting positions for art works in the size of 8 per 5 cm.

Depending on the expected visitor interest and available space, several individually standing sculptures or a kind of museum landscape with horizontal and vertical expansion are also possible.

In respect to nature and environment all material of the sculpture is refurbished or recycled.

Every MDF-Layer comes with a certification stamp and QR code on the backside **to promote your museum** and gives the author the space to sign and leave optionally a mail address.

Art works marketed inside of the network of sales points of the European art project ARTSURPRISE will also contain information about the origin of the production and the project at all.

If desired, a supplement can also be added to the respective artwork (sponsors, promotions, advertising for the museum).

Please use in all public communication (press release, websites, newsletter, prints) MUARCO | Museo de Arte Contemporáneo | www.muarco.org | author / artist : Juan Petry

Every digital material incl. Text, which is available on www.petry.eu is free to use, images in higher resolution or additional material on request.

Version 1.00 | 2020-08-04 | check for newer versions: <https://www.petry.eu/muarcodm>