



MUARCO

Museo de Arte Contemporaneo – [Doc II](#).

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

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 was mounted on a base 60x60 cm and reached a height of 1,80 meter.

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 museum shop or as part of the European art project ARTSURPRISE.

MUARCO – the exhibition in the museum in the exhibition – is part of the conceptual artwork based on real physical buildings to exhibit contemporary art. MUARCO is founded by Ela Mergels, Jo Pellenz and Juan Petry. The first branch is located in the artcamp in 12578 Cervera del Maestre.

Presented by Juan Petry | Cervera del Maestre, Spain | August 2020

The idea

MUARCO is a social sculpture itself. It is also a manifestation of a concept of social sculpturing. Placing the sculpture in a public space and giving access to visitors to interact with the sculpture has to be seen as a proof of concept. Also it enables artist and curator to optimize the concept and develop more knowledge about social and economical side effects of this artwork.

This white paper should be seen also as part of the artwork, because it focus the documentation of the project and therefore it implements the art historian or decision maker in the process of validation, reconfiguration and representation in future exhibitions.

MUARCO also should be seen as a contemporary reaction of one artist to a post pandemic situation for all parties in the field of culture and art after spring 2020.

Finally, it might be an authentic source for future art historians to evaluate and study the artwork by giving insights.

This documentation shall be not seen as a substitution for the real work. The project and most representations of its impact are delivered to the visitors by exhibiting the work.

The reality in a museum on behalf of the visitor

Since many years' contemporary art museums established a stage for performance art, happening and interaction between artworks and visitors. Nevertheless, the competition between museums and even private collections, the underfunded budgets and neoliberal marketing led to a decline of acceptance in a lot of societies. More artists and artworks than ever on one side, less consensus about the art as a playground for future culture icons on the other side have not created a positive thriving basis for the museum as an institution and point of navigation in the treasure of culture.

The holy space of art was not identified as an open free space of interactive creativity from the point of a visitor. High quality in presentation, documentation and preservation had defined a more or less passive perception on the side of the public.

Maybe tipping on a touch screen or moving between sensors to "interact" with kinetic objects was available.

But ever was a clear line defined between the museum, the curator, the artist and on the other side the visitor.

MUARCO will expand the possibilities of contemporary museums and explore new concepts of interaction between all parties in a common process of creating the art.

MUARCO see the value of a museum in giving a starting point for future artwork creation, done by the visitor and linked to all the values of culture of the surrounded society.

The concept of social art

For sure there are a lot of profound explanations of social art available. Referring to Beuys and colleagues for the author of MUARCO this project is another brick in a wall to

redefine and redesign the very important role of a museum, especially in times of a tectonic shift in society worldwide and in a post pandemic future after a *greater* reset.

The author sees the physical wooden sculpture as a representation of the idea to enable the visitor to become a full player in the process of creation of art, and therefore of culture. To empower the visitor in giving him access to production and presentation – especially inside the context *museum* – underline in a dramatic way the importance of acceptance on the side of the audience.

Based on swarm intelligence and game theory the project MUARCO goes far beyond of just putting a wooden sculpture in an exhibition space in a museum.

The thesis

MUARCO will be seen as an invitation to the visitor to interact with a given art work and enables the opportunity to create new artworks on behalf of the visitor. The passive role will be changed to a highly active part including the roles artist, curator, collector, contributor, communicator / publisher / proxy.

MUARCO will reconfigure the perception as well as the expectation of the visitor and therefore rewire narratives, values and links between museum, artist, visitor and other visitors.

MUARCO will enable all parties in the art world to measure the quantity as well as the quality of perception for the visitor, and will therefore also expand the tool set for art historians.

Configuration

MUARCO was exhibited first time as part of a group exhibition of the DeSouza Gallery in Spain in summer 2020. The sculpture was shown 7 days beginning with a Saturday in an ancient medieval building (Ermita de Sant Sebastian).

MUARCO – as a physical space – is based on modules. Each module has a basement of 40 per 40 cm and a height of 31 cm.

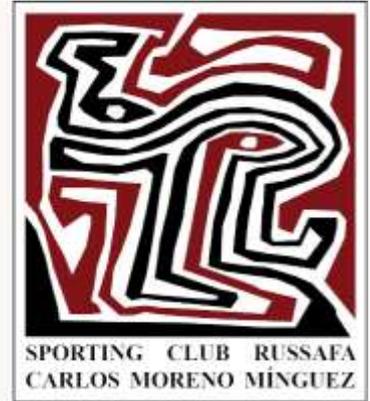
In the first exhibition MUARCO was mounted as a tower of 126 cm with 6 segments. The lowest segment is storage for prepared mdf – layer – to be used as canvas for the visitor – and it contains the box for surplus works. The tower was placed on a little table with 60cm x 60 cm x 60 cm.

On top of the basement 5 floors provided between 15 and 30 mounting positions for artworks. The total amount of 130 works had been exhibited at the opening.

Nearby was another higher table to be used for drawing and painting. oil pastels, pencils, colour pencils, felt pens, coloured markers and water colours were offered.

The second exhibition was mounted in the gallery of CASAdelDRAGON in Cervera as part of the exhibition “Las ultimas horas” in spring 2021.

DS Gallery

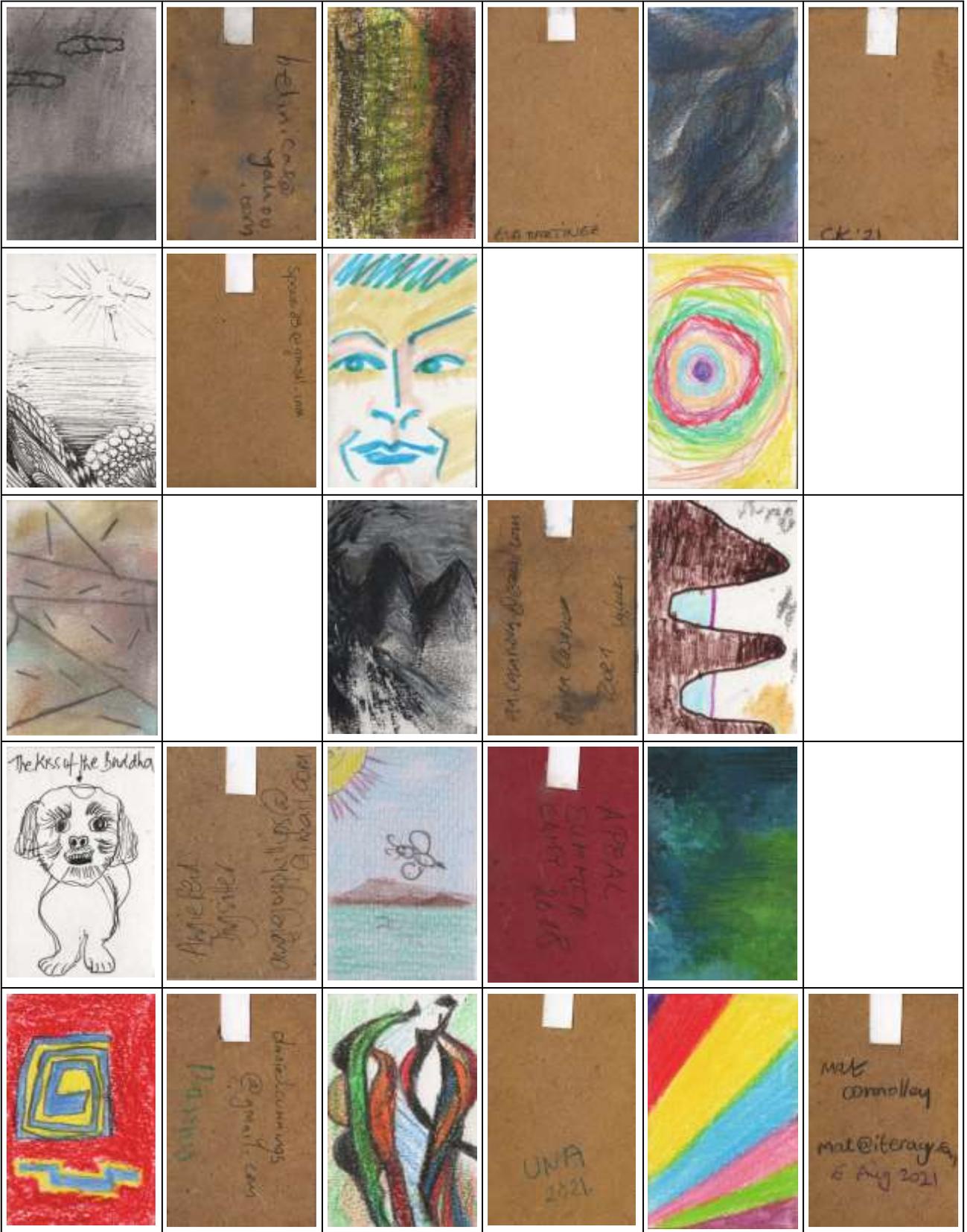


The third exhibition took place in Sporting Club Russafa in Valencia City in August 2021.

Results

The following register documents the new artworks created by the visitors inside of the sculpture. Daily changes are not covered. See also in the discussion area for details.

New artworks				total : 50	





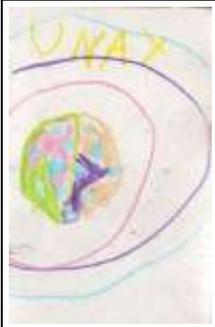
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6 Aug 2021



"We are all
just walking
each other
home."
L. Cohen

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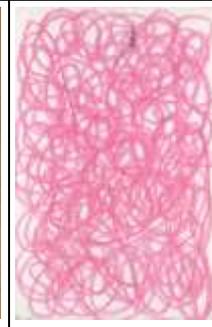
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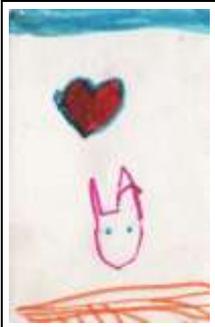
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Sweet
Dreams...



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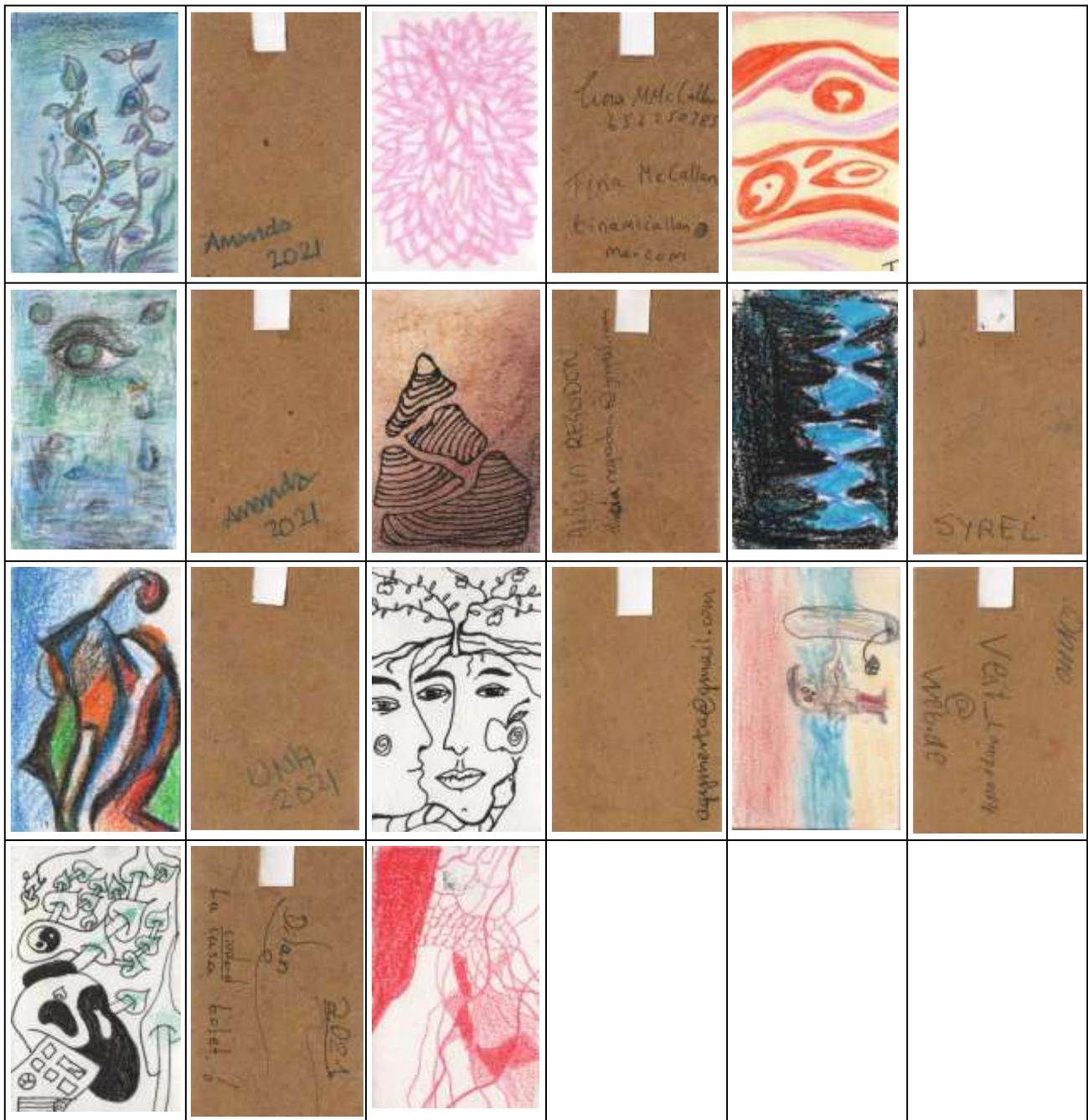


Clavdia



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Artworks (left side) and information backside (right side)

Special

Professional photographers were also invited to send in digital images for the third exhibition. A specially created website with an upload function was used for this purpose. Despite the sending of this invitation in social media, very few artists have made use of the offer and submitted works.



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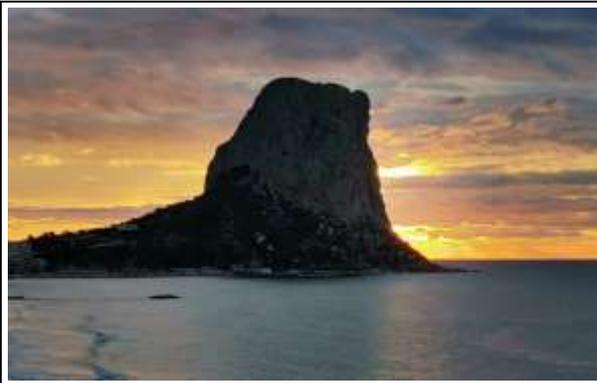


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Uploaded Photography from several artists

Tierra y Libertad* is message, mission and narrative for the amazing citizens in times of civil wars. Whenever society is hitting by a catastrophe, its members are looking for shelter and for piece. The priests in every century are aware about this. Their offer is sweet and tricky. It needs reflexion to be adult and sure, not to buy the water from the same who burned down your house. The beauty of swarm intelligence leads always to an unpredictable outcome. This social art project will give a forecast of what we will enjoy. Every artist and photographer is invited to join this project. Send me a photo related to land and piece through this website. Your work will be exhibited in August 2021 in S.C.R. in Valencia City. Later it will become part of an Edition of the *Museo de Arte Contemporaneo* and published in the social sculpture ARTSURPRISE.EU. Send us one Photo related to TIERRA and PEACE and be a part of the art. Do it now!

* Tierra y Libertad was an award winning film from Ken Loach, realized in the region of Maestrazgo in 1995.

Each motif sent in was exposed on a wooden plate in the format 80 x 50 mm and shown in the context of the exhibition. The artist's contact details were noted on the back.

The works of art marked with an asterisk have been swapped and replaced by new works of art. So there was a willingness to swap own drawings and paintings for photographs. The subset of the exchanged works is to be regarded as high at 46%. So the photos sent in were popular!

Discussion

In relation to the duration of the exhibition (1 month with opening and three weekends) the exhibition was seen from 100 visitors (mostly in the opening).

A summary of the numbers:

Item	Total	% *
Total visitors	100	100%
New artworks / Interactions of visitors	50	50%
Total positions in the sculpture	130	100%
Replaced positions in the sculpture	24	18,5%
Unmounted artworks placed in the storage	26	20%
New artworks without any information on the backside	12	** 24%
New artworks with email address of the author	23	** 46%
Photography's uploaded total	13	100%
Photography's swapped total	6	46%

* rounded up | ** based on 50 new artworks in total

It was a kind of surprise that so many visitors of the exhibition also interacted with the MUARCO sculpture. Also we can count on a high level of attention for the sculpture and the project. Based on the design even looking inside and trying to see all exhibited artworks took a time.

If we count many interactions based on the stored artworks in the basement as single user activities we also see, that 2 artworks* more were created and in the time of the exhibition. These artworks are undocumented because later visitors chose them instead of any other work exhibited from the beginning.

In the third exhibition the focus was placed on determining to what extent the participants would show interest in being contacted at a later date. At almost 50%, this value was unexpectedly high. These participants will also receive this documentation. 76% have known themselves as the author of their work (signature or attribution).

Follow ups

Based on the modular design it should be easy to mount MUARCO in other locations. A better daily documentation might lead to more detailed information about the process of creating. A short interview or questionnaire could combine the raw numbers with motivation and intention of the visitors to interact. Life streaming or other interaction opportunities could bind the visitor / creator more strongly and could keep the attention

for a certain period of time, even after the visit. A guest book could invite the visitor to store a short message.

Future documentation and progress of the project will be published online on <http://www.muarco.org> and <https://www.petry.eu> .

Selected artworks are available: DeSouza Gallery <http://www.desouzagallery.com>

Muarco – Documentation – Version 1 : Download pdf > <https://www.petry.eu/muarcodoc>

Muarco – Documentation – Version 2 : Download pdf > <https://www.petry.eu/muarcodoc2>

Muarco – Post : Link > <https://www.muarco.org/>

Credits

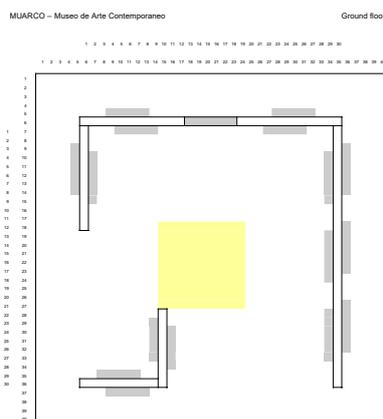
The project MUARCO is only possible with the support of friends and family members of the author Juan Petry. Many thanks to: Corinna Klein, Antje Schultz, Günter Petry, Angela Brons and Edgar Brons. Some of the exhibited initial artworks were content of the european art project – and by itself a social sculpture – artsurprise.eu. Therefore, a *thank you* to all the fans and friends of this project all over the world.

The beautiful location Ermita de Sant Sebastian in the village of Cervera del Maestre is a famous historical place in the province of Castellon. Therefor a big thank you also to the town hall and all citizens of this village to welcome contemporary art over so many years and a *thank you* to the association “El mundo unido de Cervera” to facilitate this social cultural event as part of the summer festival of the village.

Also I like to say thank you to the DeSouza Gallery for the opportunity to exhibit this work first time.

And finally I will highlight my absolute pleasure with a *thank you* for all the visitors who decided to interact and willing and engaged to create such beautiful and nice artworks. As Beuys mentioned: Everybody could be an artist! The village of Cervera del Maestre is populated by many creatives. And 50 new artworks have to be added to the history of this project, this location in Valencia and to the art and culture.

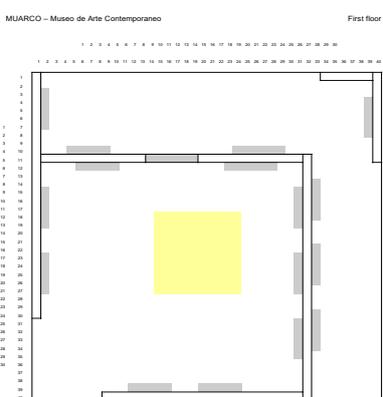
Appendix:



Configuration sample No1 of one floor

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.



Configuration sample No2 of another floor

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 Contemporaneo | 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.