

BCN Producció '15 off-site project

ENRIC FARRÉS AND JOANA LLAURADÓ

EL VISITANT IDEAL D'UNA COL·LECCIÓ SENTIMENTAL

In recent years, Enric Farrés Duran (Palafrugell, 1983) and Joana Llauradó Farrés (Sant Cugat del Vallès, 1985) have executed various joint projects related to the analysis and fascination with the figure, nature and habits of the collector: the person who, over time, and driven by passion, sorts, classifies and preserves something treasured from an emotional and experience-based point of view. In this regard, the pair's interest in collecting willingly moves away from the contemporary art collector to draw closer to a more romantic and more familiar conception thereof. A means of addressing the collection in which market rules and speculation of value are blurred for the sake of a sentimental and intimate relationship.

If the notion of individual collector is extended to institutional collections, it is revealed that the second thrust of their research corresponds to the role played by the museum as an ideal place for preserving, exhibiting and disseminating a collection. The museum as an official record of specific content. Indisputable content which, purely by means of its exhibition in the reliable and hegemonic structure of the museum, automatically becomes truth. Hence the genuine peculiarity of Farrés and Llauradó's projects: their capacity to fictionalise and offer other possible narratives on the basis of the collection's rigid and static framework. Thus, the figure of collector, the context of the museum and the narrative invention are the three basic pillars upon which their practice is built. Three pillars that, in turn, are translated into three working methods: performance, direct experience and writing.

Good proof thereof was *Un col·leccionisme heterodox. El llegat de T.F.* (2014), a grant-funded project by the Sala d'Art Jove and executed in the MNAC. By way of various guided tours of the museum collection, the proposal retrieved part of the supposed legacy of T.F., an anarchist collector who, thanks to his role in the Control Patrols of the Catalan Central Committee of Antifascist Militias, compiled a large collection of works of art and objects.

For this occasion, and within the off-site project category, Enric Farrés and Joana Llauradó perform an exercise in narrative speculation focussed on the sculptor and collector Frederic Marès. It entails new research on the act of collecting based on the pursuit of the ideal visitor for a collection of such characteristics; a fascinating and representative collection of the interests and passions of Marès. To this end, and aided by an audio guide system, Farrés and Llauradó invented six chance visitors – a pro-independence computer programmer, a French aristocrat, a Chinese child, a Japanese tourist, a political figure and an

American art historian –, inviting us to follow an entire series of supposed chance itineraries through the museum's rooms. A literary work (construction of specific characters, situations and times) that turns the museum visit into a performance-based and theatrical experience. In short, a sort of meta-referential treasure hunt in which the institution's extensive collection is encapsulated in a mise-en-scène of various audience stereotypes. As users, to follow its characters is to directly challenge us about our own nature as museum visitors. What do we expect to find? What do we think of the works? What does this experience mean to us? Ultimately, what have we come here for?

To conclude and celebrate *El visitant ideal d'una col·lecció sentimental* (*The Perfect Visitor to a Sentimental Collection*), a conference devoted to the theme of collecting and the figure of Marès will be held at the Frederic Marès Museum on Saturday 12 December. Historians, collectors and artists associated with this topic from different angles will take part in the event.

Enric Farrés holds a Degree in Art and Design from the Escola Massana (UAB) and in Philosophy from the University of Barcelona. He has exhibited in art museums and centres, which include the MACBA, the Antoni Tàpies Foundation, the Capella de Sant Roc and eHall, among others. Recently, he was selected in Generación 2016 by the Monte Madrid Foundation. Joana Llauradó holds a Degree in Art History from the UAB and has completed a Masters in Teacher Training at the International University of La Rioja. She is currently in charge of programming at the space La Puntual (Sant Cugat del Vallès) and is preparing a curatorial project for the Centre d'Art Maristany in the same town. Over the period 2015-2016, together Farrés and Llauradó are working on *Un museu de paper* for the Bòlit Centre d'Art Contemporani in Girona, an educational project located in Banyoles.

El visitant ideal d'una col·lecció sentimental can be visited during the Frederic Marès Museum's opening times and is included in the price of admission.

THE IDEAL VISITOR TO A SENTIMENTAL COLLECTION

Frederic Marès Museum

Audioguides

Availables at Frederic Marès Museum, the audioguides have been specially created to offer a new reading of the Museum and the works from “la Caixa” collection of Contemporary Art that are exhibited in some of its rooms.
From October 23, 2015, to February 21, 2016

Guided visits

Visits by Enric Farrés Duran and Joana Llauradó Farrés. Free.
Thursday, November 5 and 19, and December 3, at 5 p.m.

Congress

Saturday, December 12, 10 a.m. to 7 p.m.

Information and registration to guided visits and congress: lacapella@bcn.cat
or by phone 932 562 044, from Monday to Friday, 10 a.m to 2p.m.
Limited places.
