

Grey Flag

THE NEED FOR ART

1 December, 2011 - 31 January, 2013: ARTIUM museum facade. Vitoria-Gasteiz, Spain.

Artists: Kepa Garraza, Juan Pérez Agirregoikoa, Laurina Paperina, Artemio, Francesc Ruiz and Ruth Gómez.

Curator: Blanca de la Torre

Grey Flag springs from the duty to demonstrate the existence of art as a necessity, as well as our commitment and obligation to society to offer it. We should regard art as the gauge of its civilisation and culture and as such appreciate the practical value of art and the status of the artist as a homo politikon and as a social being who generates an environment of relationships, products and values, an environment that encompasses the aesthetic values of the work of art.

This project brings together a series of posters commissioned from a number of artists that make reference to the world of art itself, its ideas and circumstances, in every instance treated with a certain sense of humour, irony or sarcasm.

The title of the project, Grey Flag, is based on a derivation of Black Flag, the British anarchist paper, and white flag, the flag of surrender, thereby reviving the anarchistic attitude and aesthetic and combining it with the need to see every possible scale of grey, especially in the light of the current economic, political and moral crisis.

Ruth Gómez for Grey Flag has designed *Otra realidad es posible* (2012), a work containing references to graffiti and the aesthetics of murals, in which we are suddenly transported from an uncomfortable place, such as today's, to another that is very different, another possible world. She thus offers a nonconformist response to a set of circumstances by representing a rejection and longing at the same time. She also speaks to us of the usefulness of art as this liberating vehicle, one that enables us to imagine other truths.

The posters in Grey Flag Programme, with a surface of 100 square meters each, are exhibited on the façade of ARTIUM's West Wing edifice. Two posters are on show at a time.

Blanca de la Torre, 2012