



# Intercambio Buenavista

art project by  
**René Francisco**

Curators  
Juan Carlos Betancourt  
Serafine Lindemann

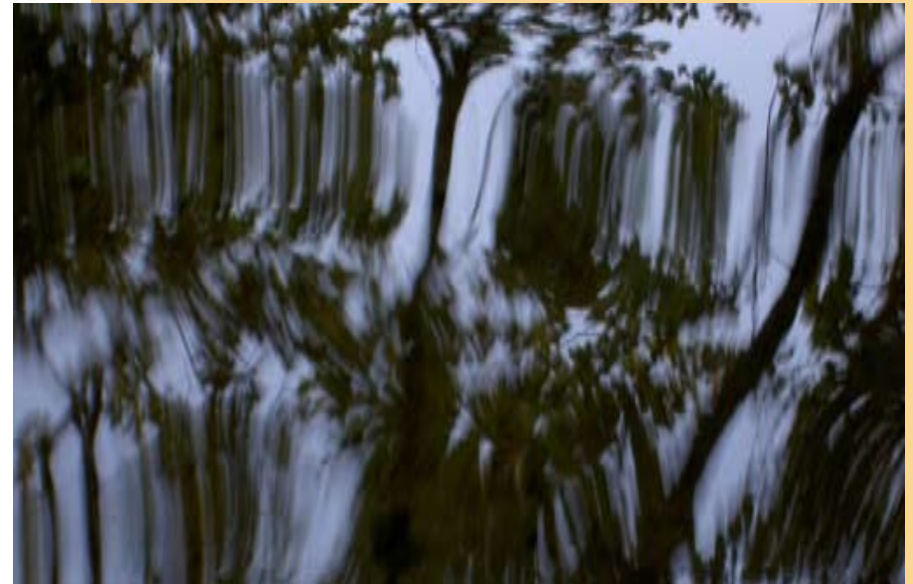
[www.artcircolo.de](http://www.artcircolo.de)  
[www.overtures.de](http://www.overtures.de)

## Preliminary remark

[www.overtures.de](http://www.overtures.de)

Not only the worldwide recession, but most notably our changing climate, dependency on fossil resources and the demographic development are pushing our planet and mankind towards new challenges.

A paradigm shift to implement a sustainable economy and to ensure the sensible use of our resources seems to be long overdue. The future perspective - beginning today – requires us to embrace and implement all of our growing knowledge.



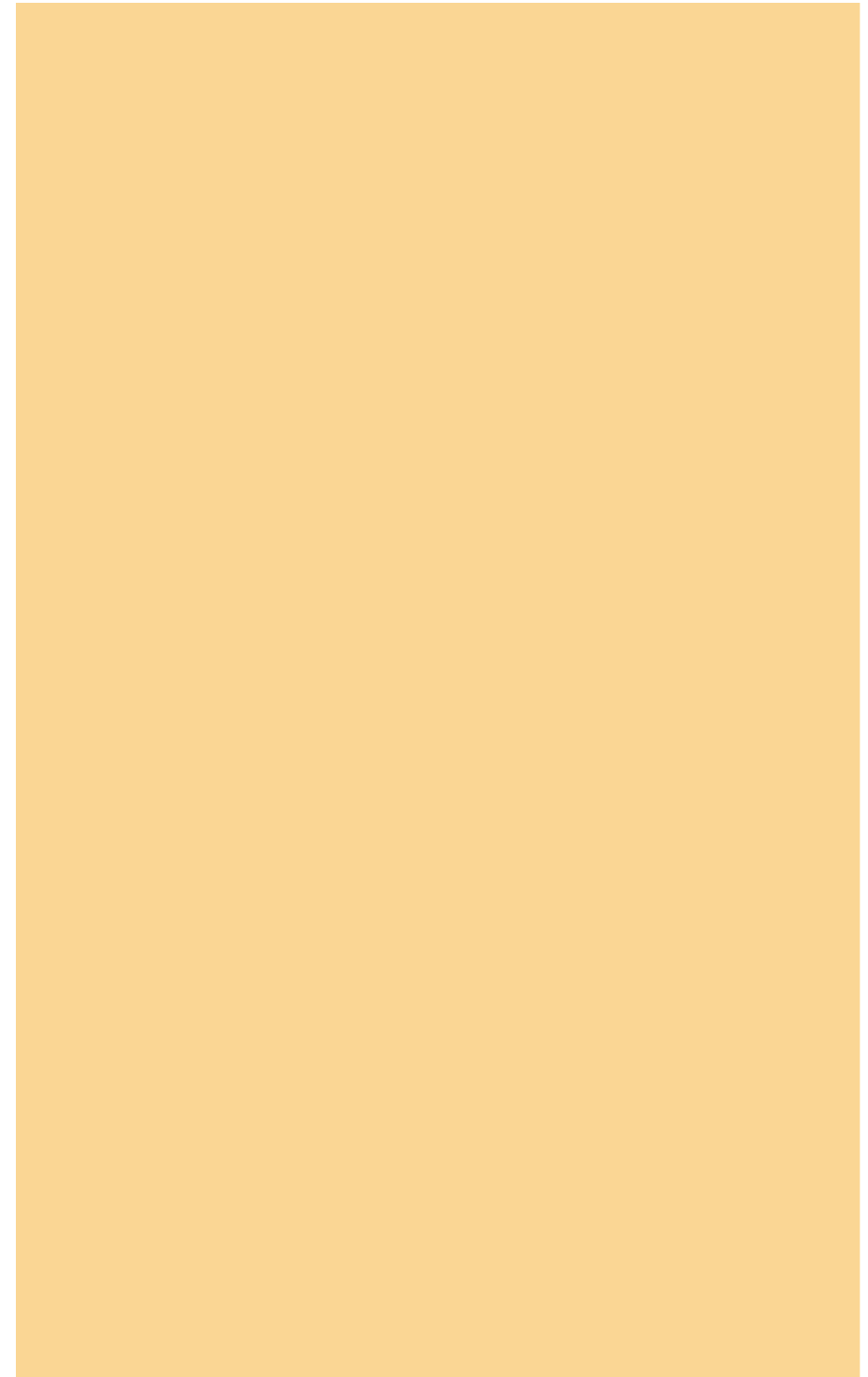
- What kind of role can art play to meet these challenges?
- Which values need to be redefined, preserved or rediscovered?
- What needs to be changed regarding the limits to our resources, the changing climate and the threat of globalization?
- How can innovations and new ideas be implemented in today's economy?
- What does a lifestyle look like that is based on sustainability with a view to future generations?
- How promising are alternative lifestyles and living conditions?
- And what level of personal responsibility do we take for our actions, both on a local and on an international plane?



The Overtures project series, which takes these central questions into account, already started in 2000 and is set up as an open trans-disciplinary forum for the research and development of innovative and experimental formats of communication.

Artists collaborate with participants from such diverse fields as technology, science, architecture, economy and politics to develop potential future scenarios with a view to the earth's limited resources in order to prepare the public for a value shift in environment and society.

*Intercambio Buena Vista* is part of Overtures, a trans-disciplinary project series by artcircolo.





## Project description



All their lives Emilio and Jose A. Trevilla have lived in this phantasmagorical dwelling, located at 29A21 62th Street in the Buena Vista neighborhood. The shack, built in 1920, has been battered over the years by wind, weather and poverty and thus poses a number of risks to its occupants. Repeated mishaps and inclement weather have

caused it to lean in such a paradoxical way that it almost seems to have been planned this way by an architect.



The floor plan of the house is a single room without divisions. It has no bathroom or kitchen. Inside the room is a bunkbed, a couple of chairs, a little closet, all kinds of recycled objects and a small device, a sort of oven, for cooking as well as for heating and polishing pots covered in soot (this is how the brothers earn their living). The mix of smoke and sunlight, entering through chinks in the wall, creates a theatrical and alarming atmosphere.





# Agua Benita

In previous works like AGUA BENITA the Cuban artist René Francisco satisfied the needs of his 'clients' by ennobling their domestic environment and making their dreams come true. He acted as a neutral mediator between their needs and the possibility of fulfilling them.



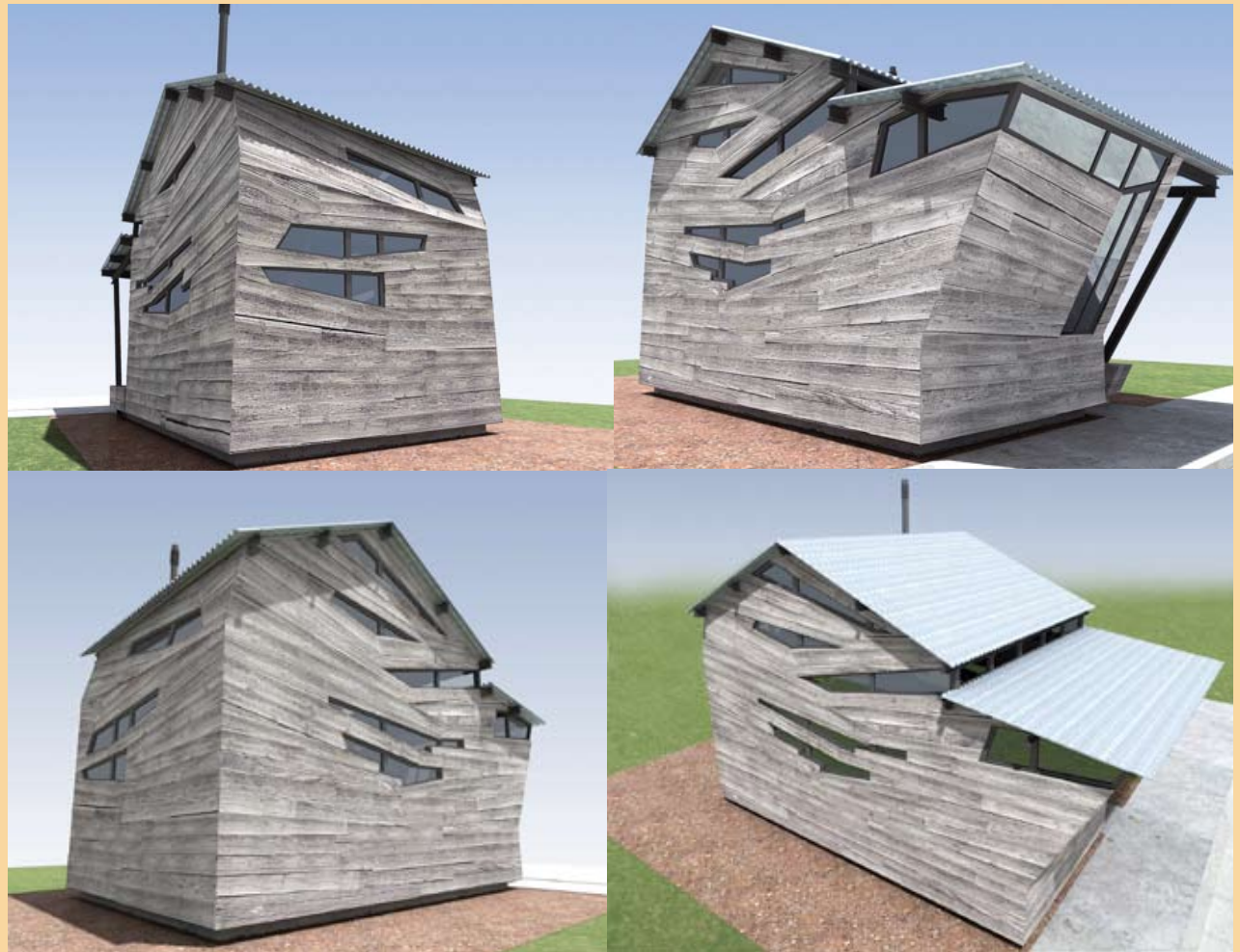
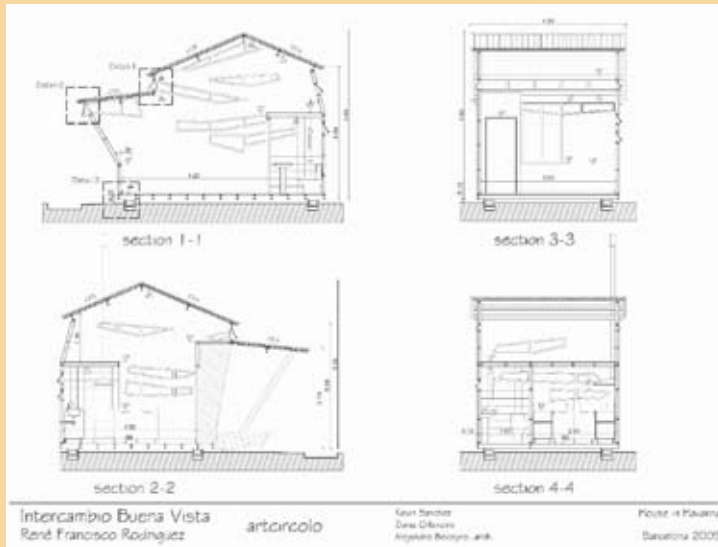
René Francisco's *Intercambio Buena Vista* architectural concept now for the first time places special emphasis on his artistic requirements, while still respecting his occupants' need for privacy.



In return, he repairs and improves the dwelling and thus helps the owners to solve a serious problem. As shown in the image, the house will be rebuilt with masonry, metal and glass, preserving its particular inclination, a caprice of nature which the occupants have long ago learned to accept.



## Realisation



*Intercambio Buena Vista* is now the second project, after *Aqua Benita*, to be supported by the artforum artcircolo that makes a “dignified life” and “social relations of the future” a subject of discussion.

The working basis for collaboration within *Intercambio Buena Vista* is to bring together a relatively small group with a

great diversity of skills, outlooks and talent. The common thread is our willingness to become involved in a topic that will challenge our perspectives and transform the way we look at the communication of difficult issues.

## Funding



*Intercambio Buena Vista* stands for an open cooperation process and will be financed by an international community.

### **The benefits of becoming a sponsor**

- ➔ As a sponsor you demonstrate your social responsibility for tomorrow and point out and prove your commitment to social relationships in the context of the future.
- ➔ Through the international media coverage you achieve and participate in the multiplier effect.
- ➔ The Intercambio Buenavista project will be accompanied by selected journalists, and the publication of a visual documentation is already planned and scheduled.
- ➔ You will be operating in a team consisting of decision-makers and opinion leaders from the scientific, economic and artistic fields.
- ➔ This future-oriented art project must not be allowed to falter for lack of capital.

**Which is exactly why we are appealing to you!**

**The complete restoration of the house will cost around 37.000 €**

## There are different possibilities for funding the project

1. You can become a sponsor by ***financing one or several items*** of the house, for example a window, the entranceway or a wall. Our offer can be viewed on the following pages.
2. You can ***participate in an exclusive "tour group"*** (max. 15 people) visiting Havana and support the project by a donation that will be already integrated in your travel costs.

You will have the opportunity to take part in a trans-disciplinary on-site workshop with people and key personnel who are well aware of the urgency of this theme.

3. Or you can ***purchase an exclusive edition of ten colour photographs*** (five editions, signed and dated) at a preferential price of:

Edition 1 = 2000€

Edition 2 = 2200€

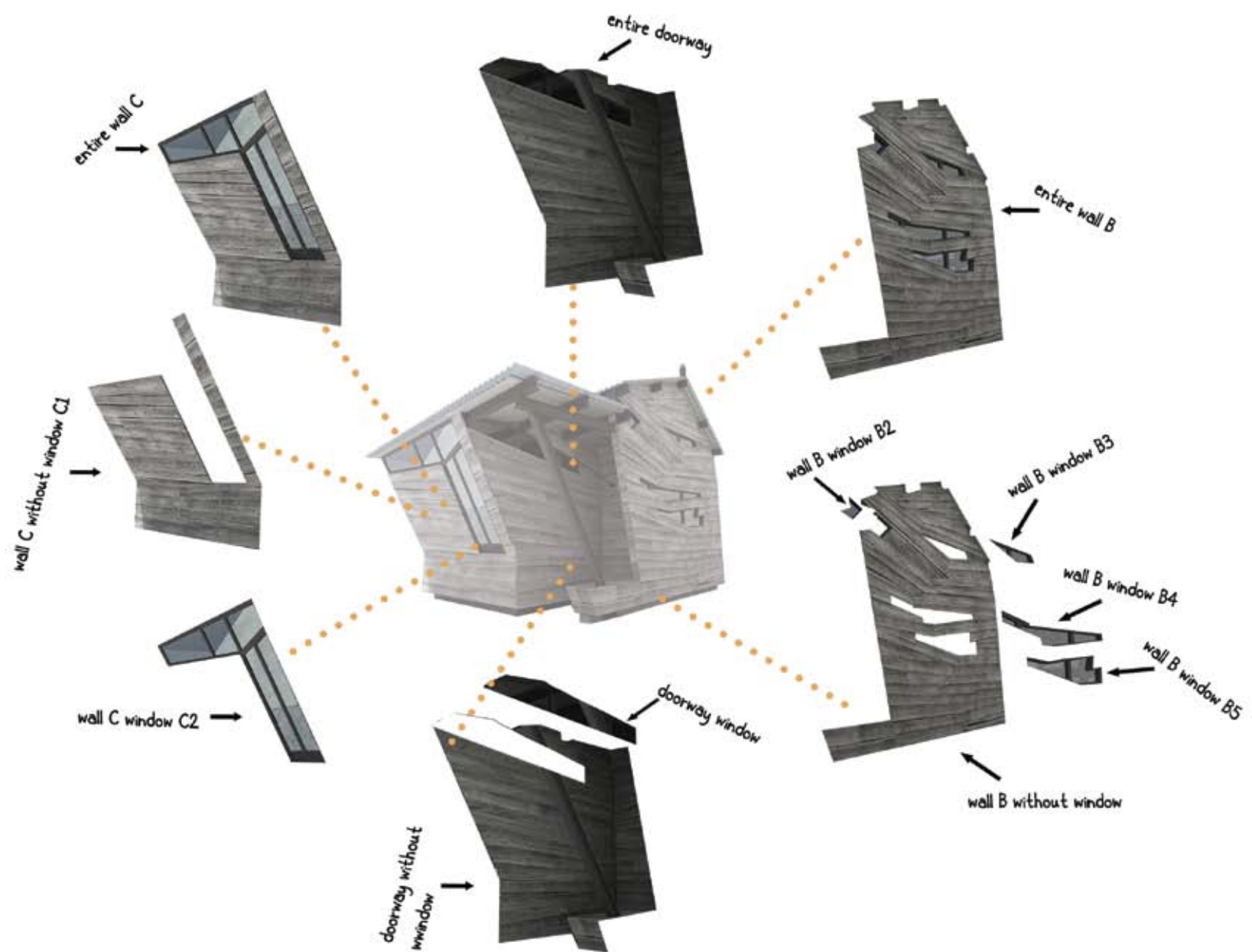
Edition 3 = 2400€

Edition 4 = 2600€

Edition 5 = 3000€

**We invite persons and institutions to join our collaborative team and give us financial assistance!**





## Intercambio Buenavista Offer in detail

### 1. Foundation

#### Total 3000,- €

- Offer for main sponsor: 3000,- €
- Offer for max. two foundation sponsor: each 1500,- €
- Offer for max. four foundation supporters: each 500,-€

### 2. Metallic structure – soil

#### Total 2500,- €

- Offer for main sponsor: 2500,- €
- Offer for max. two soil sponsor: each 1250,- €
- Offer for max. three soil supporters: each 500,-€

### 3. Metallic structure – wall and roof

#### Total 3500,- €

- Offer for main sponsor: 3500,- €
- Offer for max. two “wall and roof” sponsor: each 1500,- €
- Offer for max. four “wall and roof” supporters: each 500,-€

### 4. Windows and doors

#### Total 3500,- €

- Offer for main sponsor: 3500,- €
- Offer for max. two “windows and doors” sponsor: each 1500,- €
- Offer for max. four “Windows and doors” supporters: each 500,-€

### 5. Interior soil

#### Total 2500,- €

- Offer for main sponsor: 2500,- €
- Offer for max. two “Interior soil” sponsor: each 1250,- €
- Offer for max. three “Interior soil” supporters: each 500,-€

### 6. Roof covering

#### Total 3500,- €

- Offer for main sponsor: 3500,- €
- Offer for max. two “roof covering” sponsor: each 1500,- €
- Offer for max. four “roof covering” supporters: each 500,-€

### 7. Paving tiles, partition walls

#### Total 4000,- €

- Offer for main sponsor: 4000,- €
- Offer for max. two “paving tiles, partition walls” sponsor: each 2000,- €
- Offer for max. six “paving tiles, partition walls” supporters: each 500,-€

### 8. Electricity, hydraulic, sanitary

#### Total 5000,- €

- Offer for main sponsor: 5000,- €
- Offer for max. two “electricity, hydraulic, sanitary” sponsor: each 2500,- €
- Offer for max. seven “paving tiles, partition walls” supporters: each 500,-€

### 9. Kitchen

#### Total 3500,- €

- Offer for main sponsor: 3500,- €
- Offer for max. two “kitchen” sponsor: each 1500,- €
- Offer for max. four “kitchen” supporters: each 500,-€

### 10. Bath

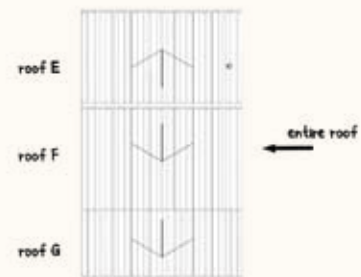
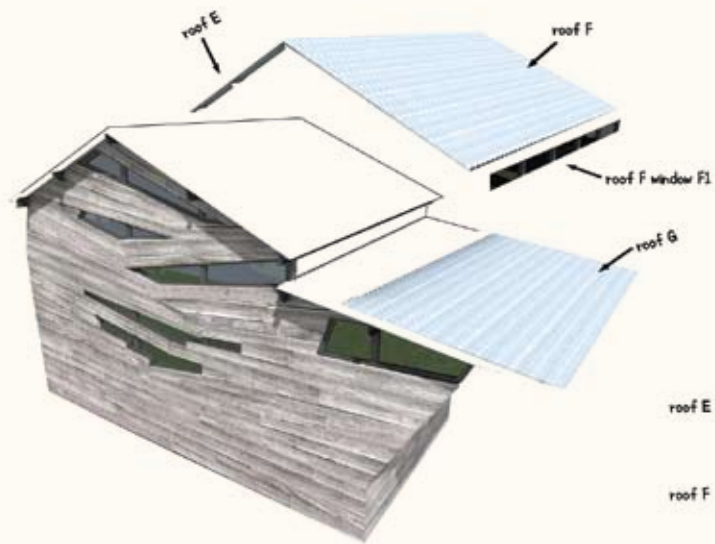
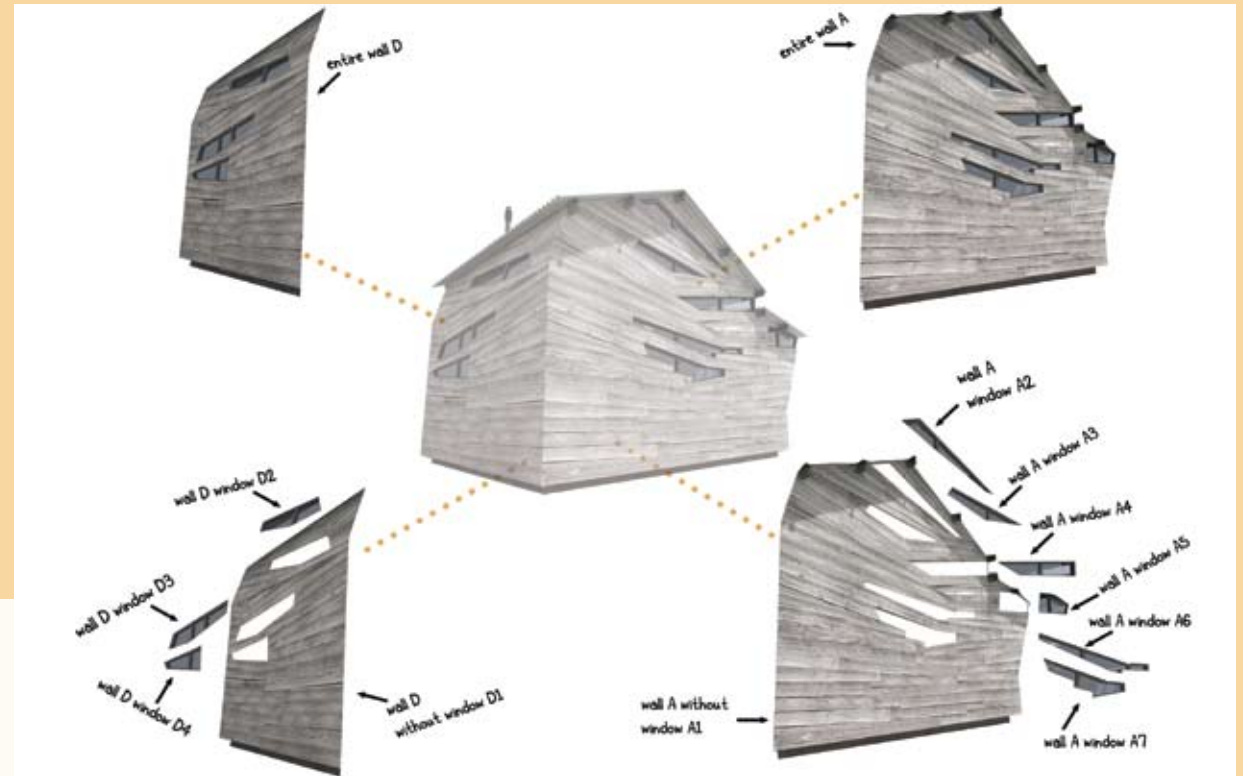
#### Total 3200,- €

- Offer for main sponsor: 3200,- €
- Offer for max. two “Bath” sponsor: each 1600,- €
- Offer for max. four “Bath” supporters: each 500,-€

### 11. Sanitary accessory

#### Total 1800,-€

- Offer for main sponsor: 1800,- €
- Offer for max. two “accessory” sponsor: each 900,- €







### **Vita of René Francisco (b. Holguín, Cuba.1960)**

René Francisco is one of the leading and most influential contemporary artists born in Cuba. His work, which includes installations, paintings, drawings and performances, is rooted in the international contemporary discourse and sensibility. Francisco has presented his work at the Biennials of Venice, Sao Paolo and Havana and has been in artist residency in Germany, Switzerland and the USA. In 2000 his work was acknowledged when Gallery DUPP, a collective of young artists founded by Francisco, was awarded a UNESCO Prize for the Arts. In 2000 Francisco was awarded an honorary doctorate in Fine Art from the San Francisco Art Institute. His work is represented in many international private and public collections including the Ludwig collection in Aachen, Germany. René Francisco lives and works in Havana, Cuba.



## **Organisation and curatorship**

artcircolo has been committed to an experimental and transdisciplinary exhibition and dialogue program since 1998. In collaboration with its core competencies in art, technology, science, economics and design, artcircolo provides an exciting scope of action for cross-societal questions and future design. The most prominent topics include the environment, research and communication.

artcircolo Kunstprojekt Gmbh

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