

Exhibition: **MARISCAL. TELLING IMAGES**
IVAM Institut Valencià d'Art Modern
20 April – 16 July 2006

Produced by: Institut Valencià d'Art Modern

Curator: José Gandia Casimiro

The exhibition *Mariscal. Telling Images* which can be seen at the IVAM until 16 July shows the visual image and communication work produced by Javier Mariscal and Estudio Mariscal since 2005 for the 32nd America's Cup, which will continue until 2007. When the organization commissioned this work, it expressed its desire to bring the event to the attention of a broad public by means of a consistent image in every aspect of the America's Cup during the three years of its duration. To accompany the exhibition, the IVAM is publishing a catalogue which shows the multidisciplinary nature of Estudio Mariscal in recent years and the various areas in which it operates, including graphic design, industrial design, interior design and sculpture. The catalogue includes texts by Àngels Manzano, Fernando Trueba, Óscar Tusquets, José María Faerna, Raquel Gutiérrez, José Gandia Casimiro and Consuelo Císcar.

The graphic concept transmits the most outstanding values of the competition: emotion, technological development and sporting, cultural and social importance. For this highly sophisticated and unusual event, the solution selected is a graphic treatment in which the textual elements are gestural and written with vigorous strokes using a thick brush, as if it were an artistic event, and the photographs are cut and cropped to the point of abstraction, expressing the intensity of the competition, the sea and the sky, with the keels of the boats slicing through the water and sending up spray, suggesting the crew members' frenetic activity, speed, competitiveness and leading-edge technology.

The Mediterranean and Valencian flavour of the 32nd America's Cup is conveyed by Mediterranean blues, bright oranges, warm yellows, sandy colours and more blues ... (colours in which Javier Mariscal's Valencian retina is steeped). The composition is inspired by the technique of collage, which differs from photography in transmitting emotion rather than describing, explaining rather than illustrating and evoking rather than telling.

The supports and disciplines involved in the design of the visual image and communication of the America's Cup are very varied, forming a multidisciplinary project, like almost all the work that has come from Estudio Mariscal lately. Multidisciplinary is a term used so widely nowadays that if you are not multi you are nothing, but it gives a very good description of Mariscal and the people in the studio.

In its best sense, multidisciplinary suggests diversity, the free crossing of boundaries, cultural exchange and breadth of horizons. The same things that animate a teller of images who relates borderline stories featuring characters that may be either objects or

subjects, that may be emotive or create emotion, that are both tender and roguish. Graphic stories told by a pencil that cannot resist just drawing lines.

Javier Mariscal (Valencia, 1950) moved to Barcelona in 1971 and studied graphic design at Escuela Elisava. There he created *Rrollo Enmascarado*, a landmark in the world of underground comics. Notable among his first published works are his stories of El Señor del Caballito and of the *garriris*, subsequently joined by the legendary Cobi (the mascot of the Barcelona Olympic Games), among other unforgettable characters.

In the late seventies he started to appear in solo and group exhibitions and began working as a designer in a wide range of areas, including textiles, graphic illustration, furniture and interiors, eventually becoming a leading figure of international prestige. In 1999 he was awarded the National Design Prize.

Javier Mariscal is an artist whose work appears in major museums and trade fairs, but above all he is a creator of images who uses all kinds of supports and disciplines for his work.

Estudio Mariscal, created in 1989, has a permanent team of 30, including campaign designers, graphic designers, animators, illustrators, programmers, industrial designers, architects, photographers and writers. The dynamics of the work generate a constant flow of professionals of various nationalities who become members of the studio.

On 23 November 2003 it was announced that the city of Valencia had been selected as the host for the 32nd America's Cup, the most important water sports event in the world, with a heritage and tradition that goes back to 1851. In 2005 the organizers of the 32nd America's Cup gave Estudio Mariscal the responsibility for the image and communication of the event during the three years that it lasts. The studio designs the corporate applications and items for commercial distribution and merchandising, the external image of the races, and applications for advertising and for the organization itself.