

SÁBADO VERDE EN LABORAL FEATURES THE WORK OF ALICIA JIMÉNEZ, EN BARBECHO

EL CENTRO DE ARTE HAS ORGANISED A WORKSHOP, INTENDED FOR ALL AUDIENCES TO INTERACT WITH THE WINNING PROJECT OF THE LABJOVEN_EXPERIMENTA AWARD.

THE ACTIVITY IS FREE OF CHARGE AND WILL TAKE PLACE FROM FOUR TO SEVEN IN THE AFTERNOON ON SATURDAY, FEBRUARY 6, AND FROM NOON TO ONE-THIRTY ON SATURDAYS 13, 20 AND 27 FEBRUARY.

Under the name *Sembrar es amar. Sábado Verde en LABoral* [To sow is to love. Green Saturday at LABoral], on Saturday, February 6, a workshop will be held in El Centro de Arte y Creación Industrial de Gijón in which participants will be able to interact with the work by artist Alicia Jiménez. This will give the public first-hand knowledge of the origins and intentions that led the Asturian creator, winner of the 2009 LABjoven_Experimenta Award, to bring about this installation on exhibit in the Gallery Platform 1 of the centre.

The workshop is intended for a public of all ages. On the first day, two groups will work in the installation from four to seven in the afternoon. On the remaining Saturdays of the month of February (days 13, 20 and 27), the timetable is from 12 noon to 1:30 PM. Participation is free of charge. In its organisation, LABoral was assisted by collaboration with La Asociación Libélula Huerta and La Fundación Municipal de Servicios Sociales del Ayuntamiento de Gijón. This last body has proposed an intergenerational workshop in which the elderly will come to El Centro de Arte with their grandchildren.

En Barbecho [Fallow], the name of the project by Alicia Jiménez, brings a ploughed and seeded field to El Centro de Arte. In this natural space, the artist has included technological, interactive and ludic components with which the visitors will be able to interact. The installation inverts the imagery of industrial systems of production in order to praise free time and rest as essential parts of another kind of growth: personal and human development. On small video screens planted throughout the field are projected certain values that are associated in a positive way with productivity - such as today's way of doing, working and living - opposite those benefits that are attributed to rest - waiting, zero production, or the management of one's own time.

Sembrar es amar. Sábado verde en LABoral is an activity open to anyone who wants to learn how to seed, plant and harvest ecologically for personal consumption, caring for the field and collecting its yield as long as the exhibition lasts. Participants will enjoy a work that emulates a farm field, seeding or watering the fields that Alicia Jiménez has prepared for the exhibition, becoming artists for a day.