

LA TERNURA

TENDERNESS

MAIGUMS

Soft

Dependent

Kind

Weak

Tierno
Tender

Easy to deform

Delicate

Innocent

Manipulable

Tender

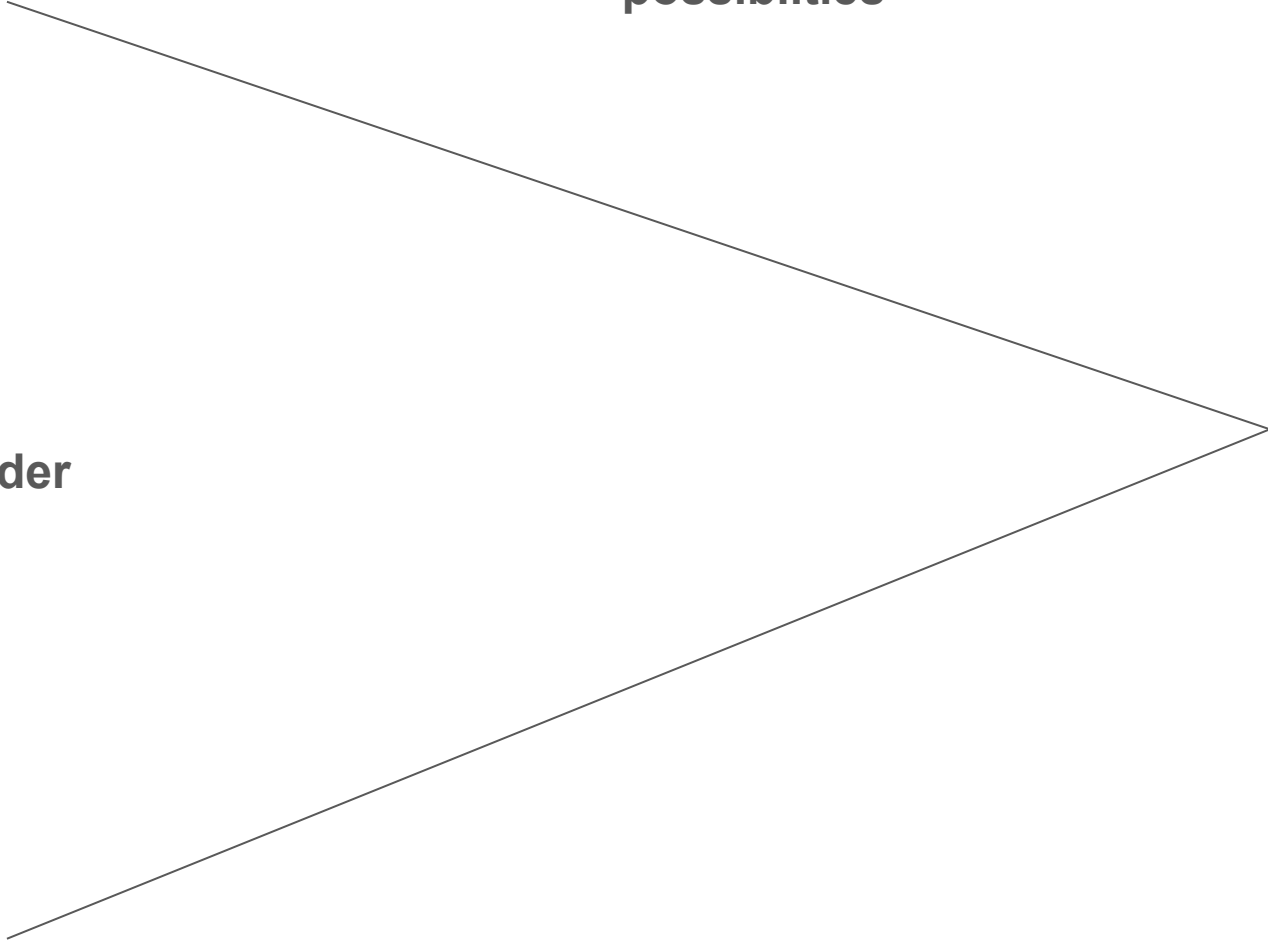
1. Said of a living organism: One that has existed for a short time.
2. Delicate or gentle.
3. Affectionate, loving, and kind.
4. Said of an age: Corresponding to childhood, due to its delicacy and docility.
5. Said especially of food: One that deforms easily under pressure and is easy to break or cut.

The primordial/tender has the
possibility of being all things

possibilities

tender

“mature”



possibilities

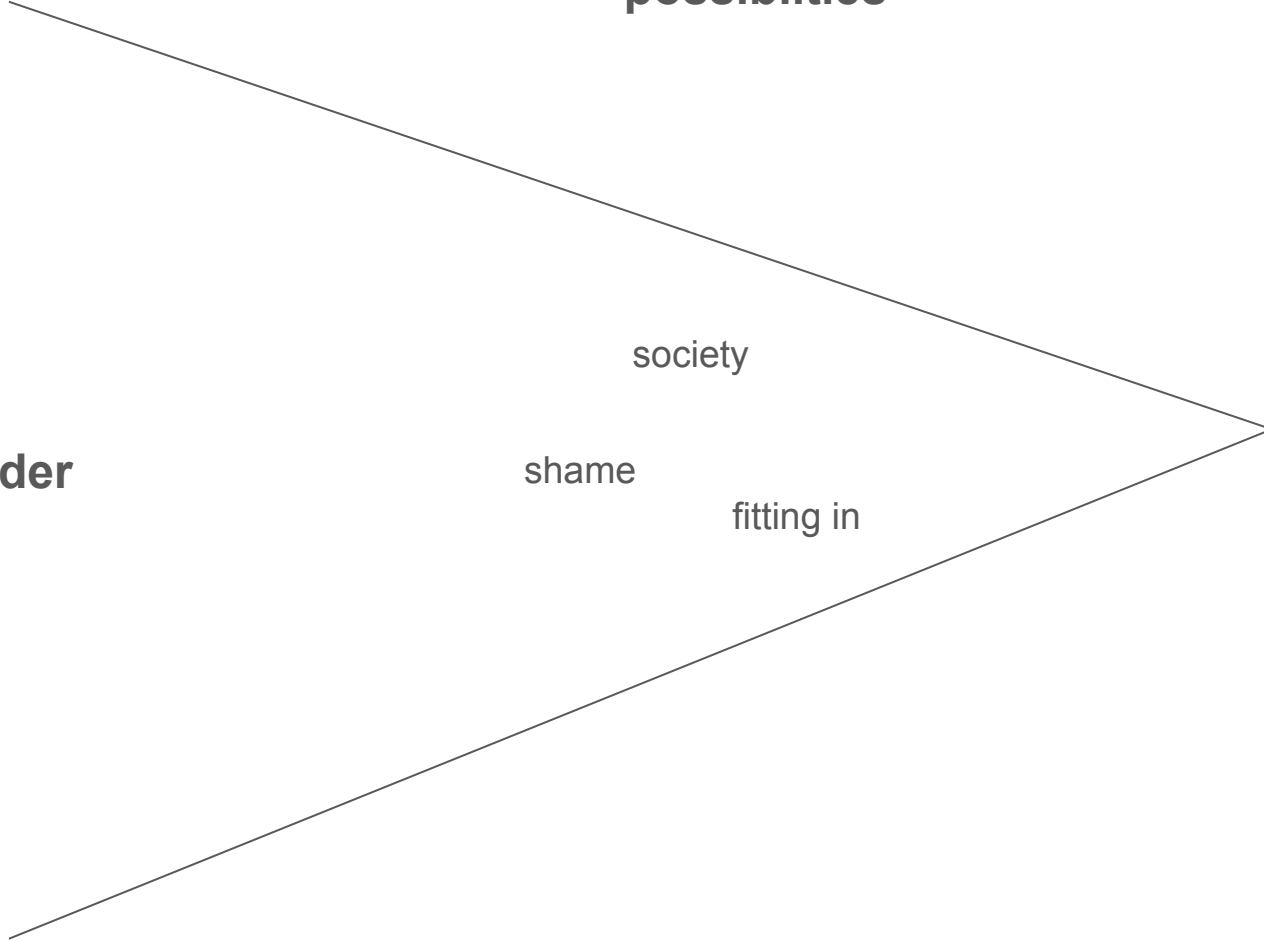
tender

society

shame

fitting in

“mature”



mature tenderness

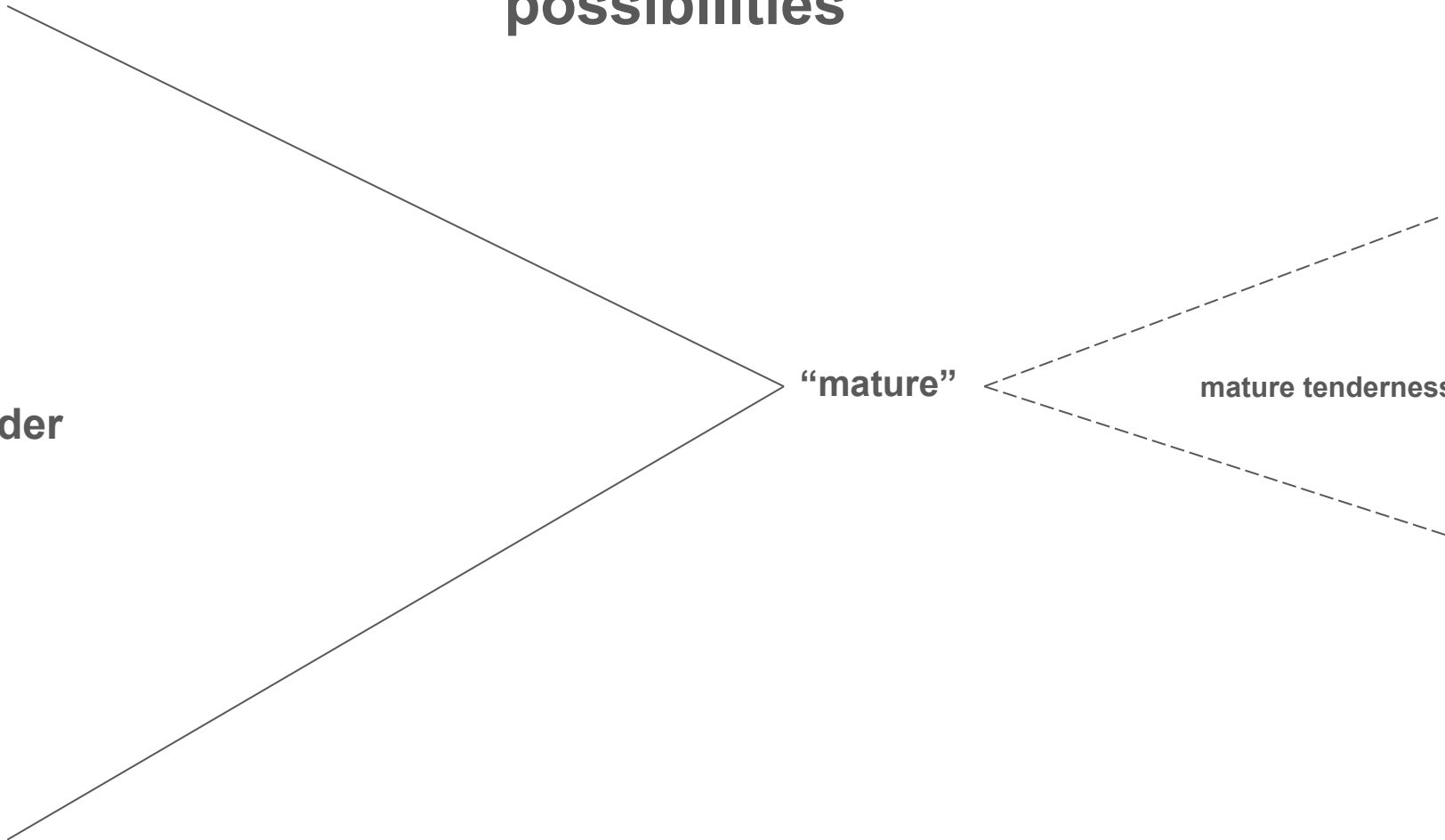
learnt tenderness

possibilities

tender

“mature”

mature tenderness



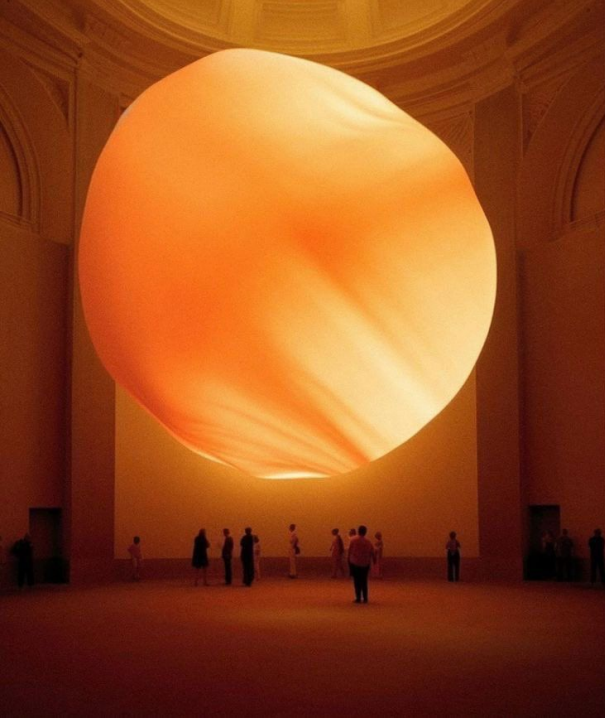
mana ideja: FIESTA!

- 3 spaces or “rooms: Tenderness, Shame, and “Learned Tenderness”
- Music exhibition → concerts / party

room 1: tenderness



room 1: tenderness



- puff
- warm light
- abstract shapes / abstract music
- headphone experience

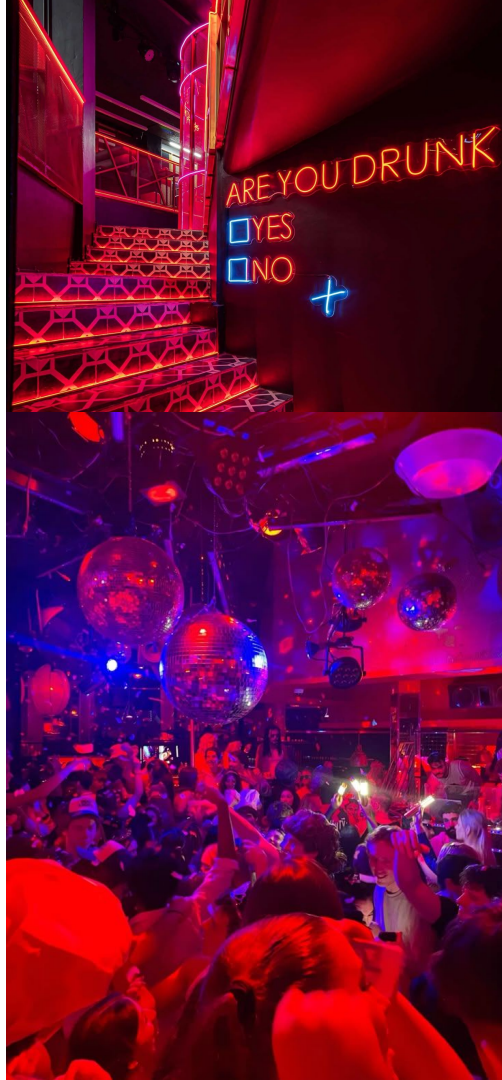


¡a los leones!

room 2: shame



- live concerts
- dj
- mirrorballs
- leds
- maximalism



room 3: “learned tenderness”