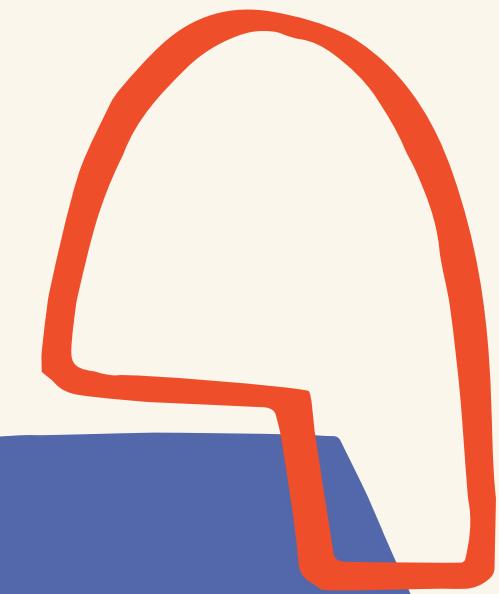
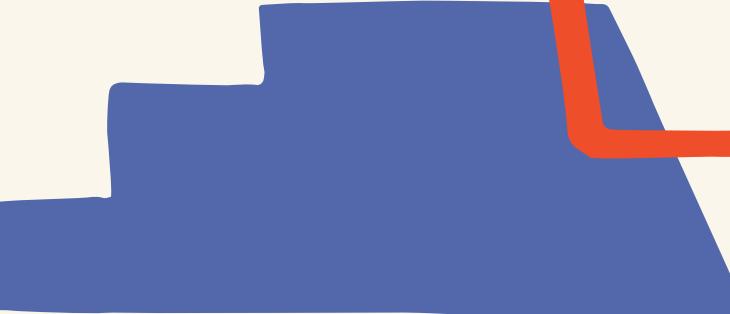


# **IRENE FERNÁNDEZ RAMOS**



RESEARCH - LITERATURE - ARTS





"La gran belleza" is a quarterly publication that contains ten short stories selected through an open call, ten illustrations inspired by the stories, a poem, a photography and a children supplement.

It was established in 2018 and 9 issues have been published so far.

# Arts manager at "La gran belleza"

## Curation

Selection of artists for the publication and curation of the magazine's content. "La gran belleza" has a distinct style and my job is to ensure coherence. In 2018 and 2019, I was in charge of organizing the Efímera Festival, a two-day multidisciplinary festival with more than 60 artists and supported by the Madrid city council as well as other stakeholders.

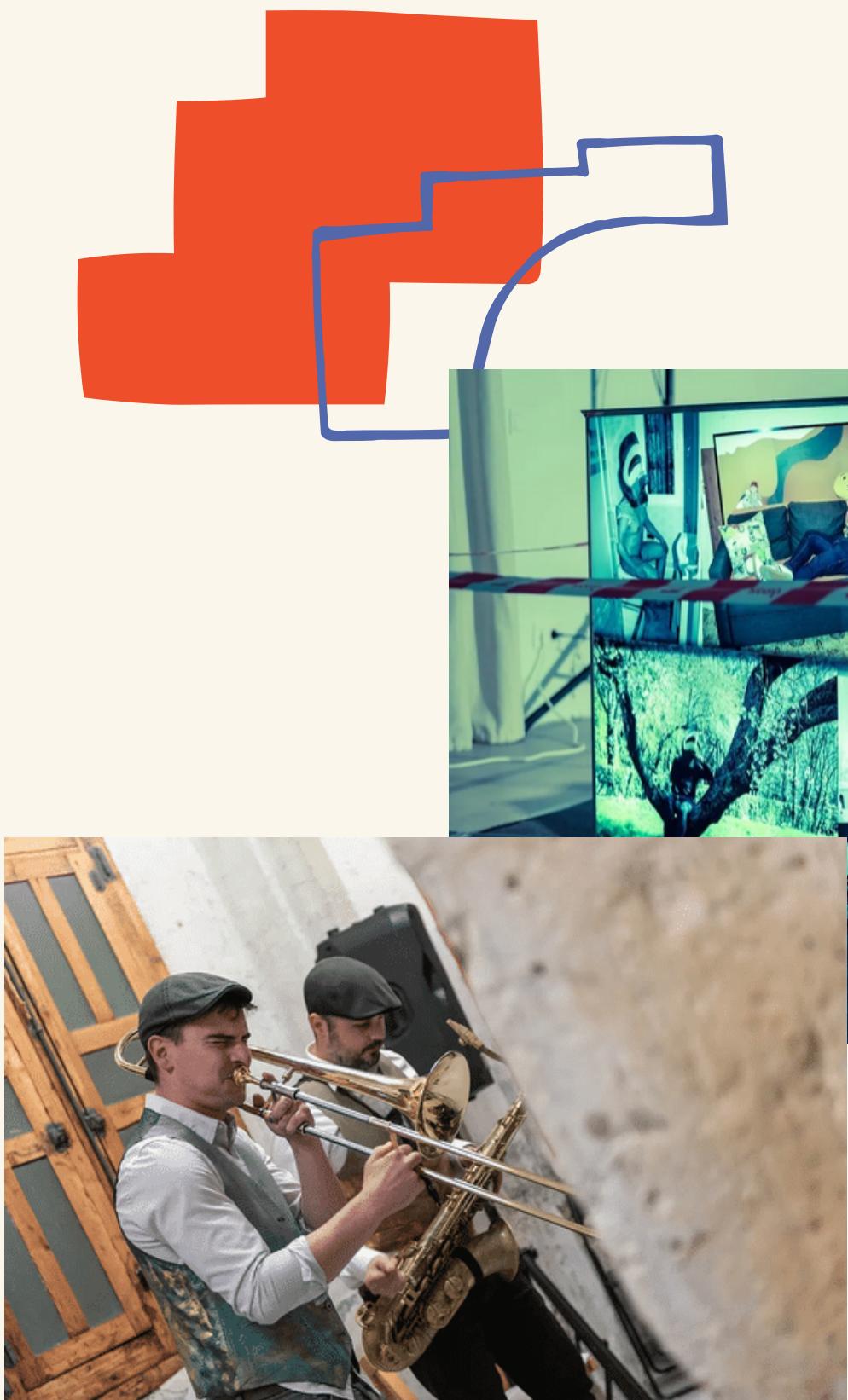
## Social Media and content creation

Creation of the social media strategy and content creation. Production of audio-stories (available in the web) and other different materials for the web ([lagranbelleza.es](http://lagranbelleza.es)) and social media channels. Tracking of user's feedback and data analysis for customizing the strategy.

## Fundraising and Business development

Management of two subscription campaigns and a crowdfunding. we ensure both private and public funding through the writing of various adapted proposals. Support from the Spanish Ministry of Culture and Madrid City Council.

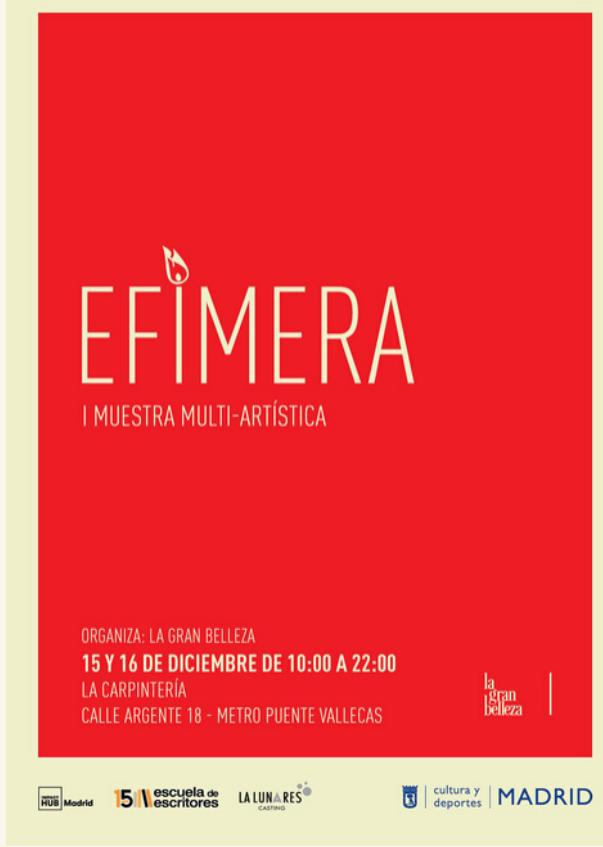
# Curation



- Organization of 4 quarterly events to present the magazine with 10 artists involved.
- Curation of two editions of the Efimera Festival

# Efímera Festival

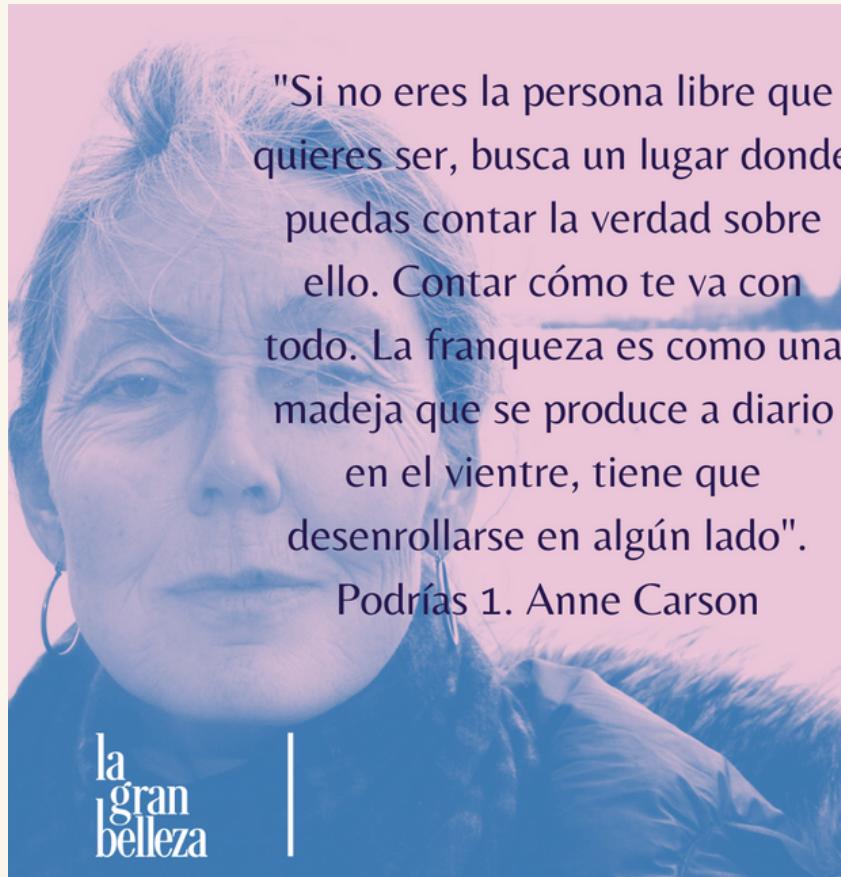
## 2018 - 2019

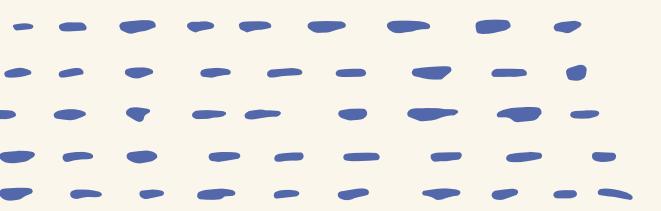


# Editorial work



# Social Media - Content Creation





# PHOTOPERFORMANCE HETEROTOPIA IN THE LAVATORY

Photo-performance project that started in a flight from Geneva to Tel Aviv in April 2014.

I reproduce classical paintings in airplane toilets and I pair them with absurd reflections using critical theory

I have presented the project in different talks and lectures

THE A-TEMPORALITY OF THE WAITING QUEUE



Maria Zambrano wrote that 'Reality needs to be sustained by consciousness within time; if left alone, it falls. And as time is movement, every un-sustained reality tends to fall, it is always falling. It weighs. That what is deprived from time in life, weighs' (Dreams and Time, 1992)

That what is deprived from time, falls. It is in the speed of this falling, she claims, that delirium and dreams are produced. The a-temporality of the waiting queue that my heterotopian process of creation entails is what justifies the delirium. The loss of consciousness about time might then challenge the meaning of reality and, therefore, makes me ignore the angry faces whenever I leave the heterotopian lavatories.



# PHOTOPERFORMANCE

## Random Pointer Kollektiv: AEKI

Photoperformance that took place in IKEA- Lichtenberg (Berlin) in March 2018.

IKEA has created and globalized a standarized notion of 'home' based in mass production.

AEKI wants to play with IKEA's illusion of choice and aesthetization of uniformity.

To do so, we create incoherent and absurd situations in which the characters (a cow and a mexican wrestler) use IKEA's public/private spaces to challenge the dream of a perfect privacy.



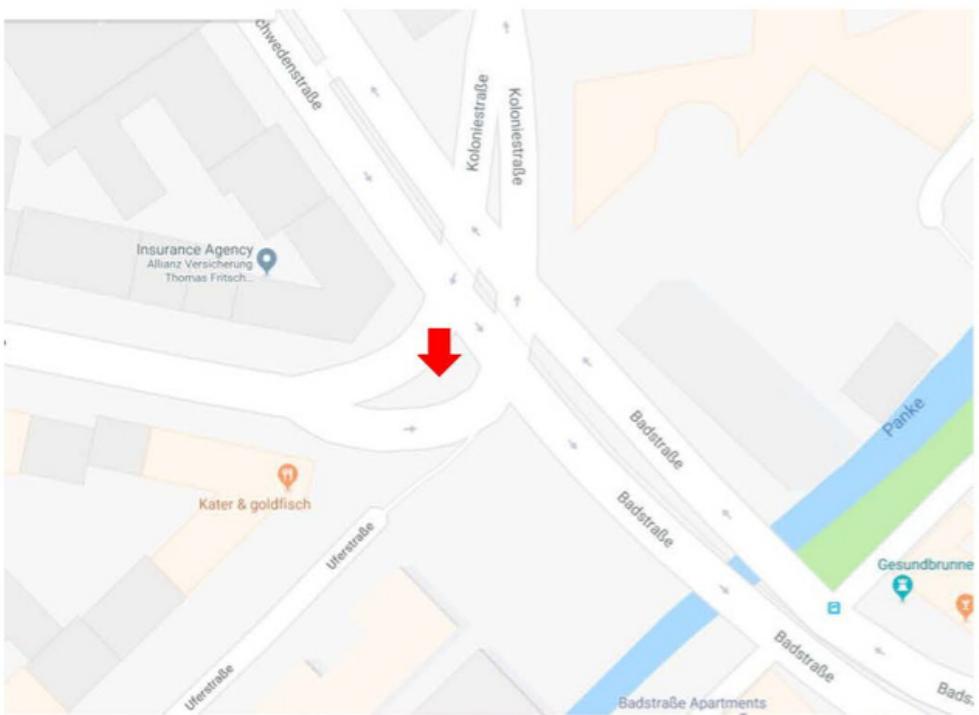
# PHOTOPERFORMANCE

## Random Pointer Kollektiv: AEKI



# Random Pointer Kollektiv: Zu Verschenken

Zu Verschenken I - Wedding



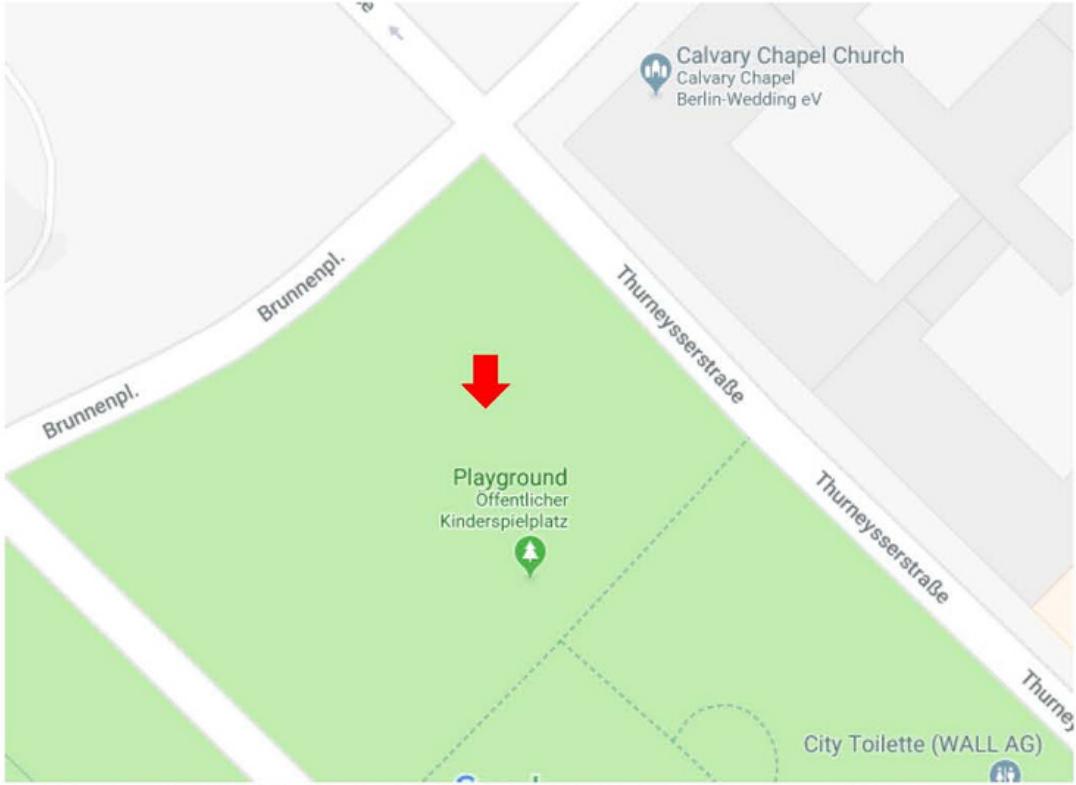
Artistic interaction project that aims to investigate the intersections of the different participating bodies in relation to the materiality of objects in a public-private dimension.

Zu Verschenken is a German expression that means 'to give' or 'to give away' and is usually written on a paper that is left on top of furniture and other objects that are left on the street in order for other people to find them and decide to give them a second life.

During photo-performance sessions, everyday spaces belonging to the private sphere are recreated in public places, using different furniture and objects 'to give' that they find and store.

# Random Pointer Kollektiv: Zu Verschenken

## Zu Verschenken II – Wedding

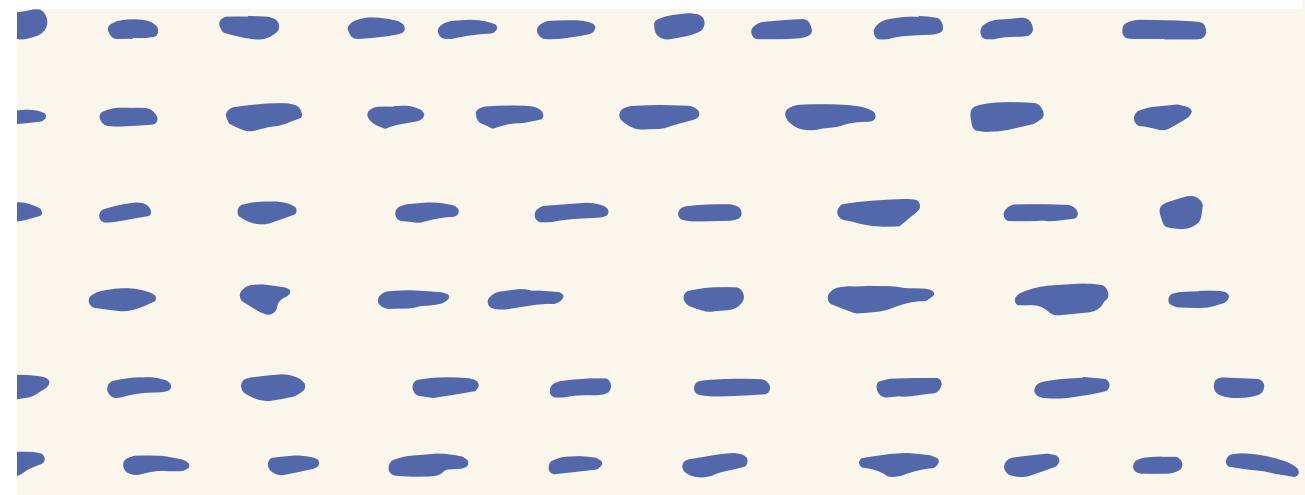
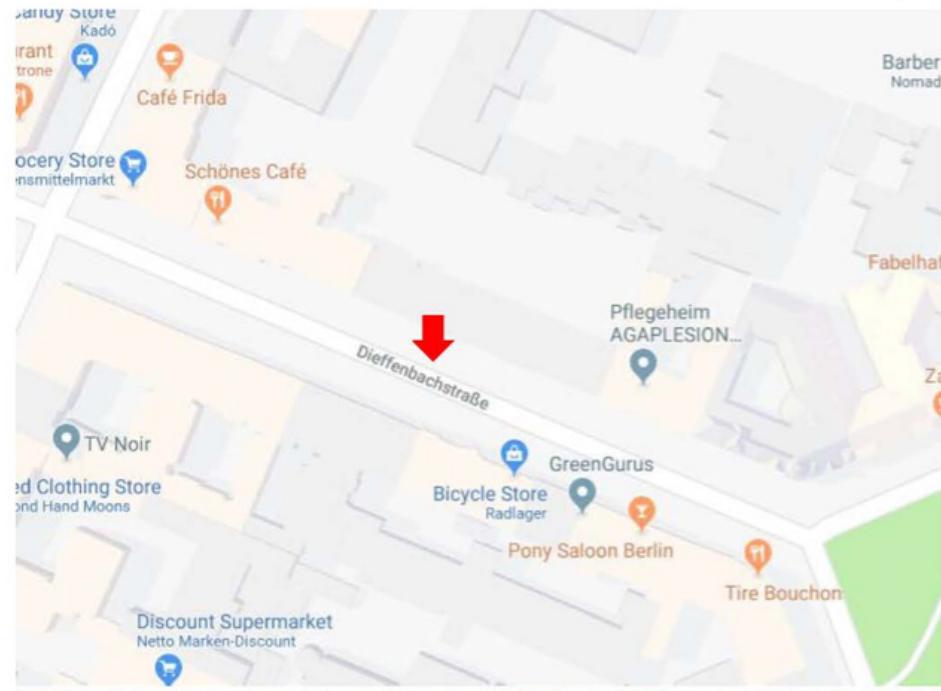


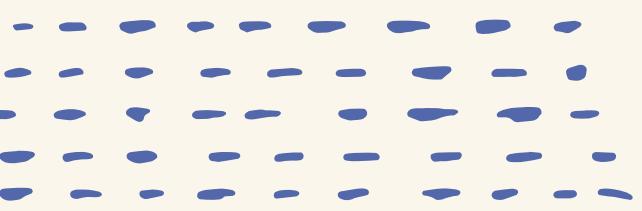
1



2

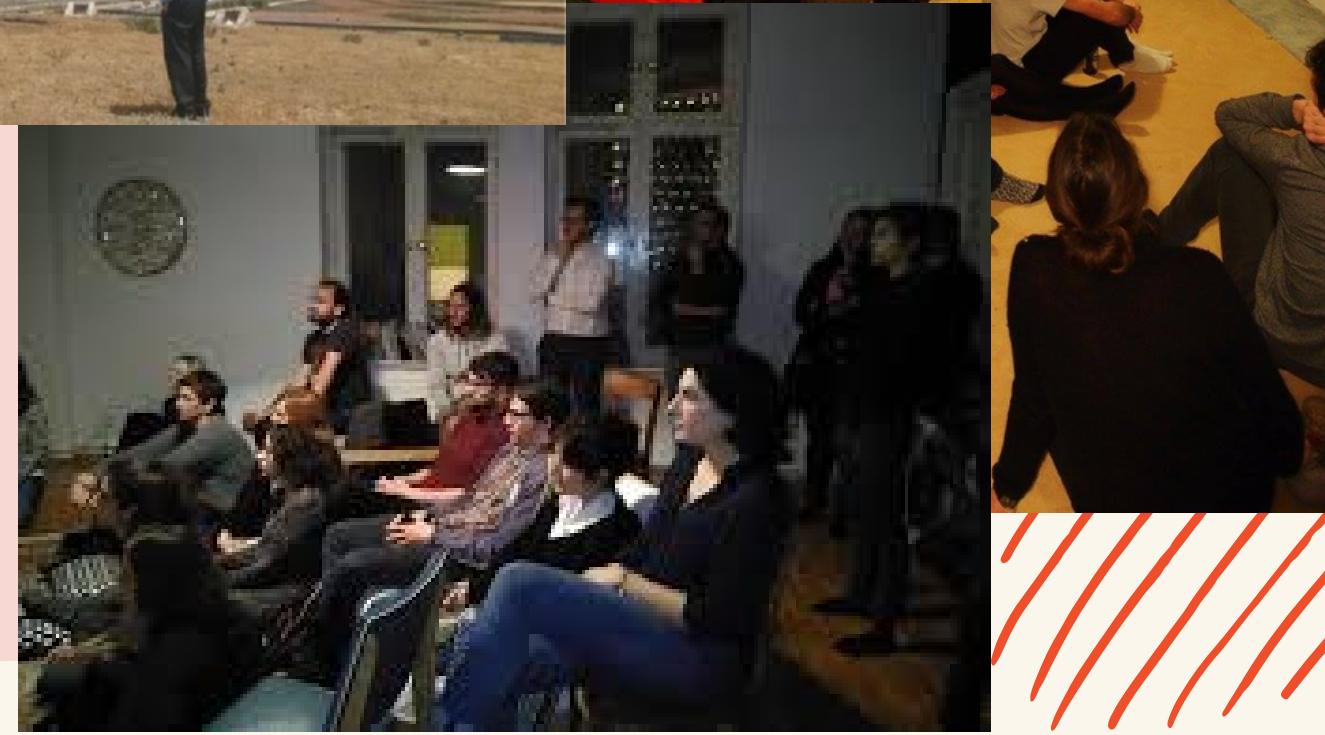
## Zu Verschenken III – Kreuzberg





# EVENT ORGANIZER

## TEOK BERLIN



The Edge of Knowledge (TEOK) is an informal lecture series, where uncommon, unexpected topics are presented in someone's living room.

Short presentations are interspersed with video breaks and drinks, with topics ranging from food to the cosmos, internet memes and personal obsessions, seeking to offer an alternative look at the cultural outputs of the contemporary – and a window into the fantastic, rich ensemble of people that live and work around us.