

**The video will be on show to the public from October 20 to November 19**

## Video artist María Ruido premieres her new work, 'Mater Amatísima', in the BBVA Foundation exhibition space Sala MULTIVERSO

- *Mater Amatísima* invites us to reflect critically on the family, construed as “a compensatory structure in a social-political context that offers few opportunities to make a significant mark”
- This is the fifth installment in the MULTIVERSE Exhibition Series, which over a year will showcase the latest in video art creation
- All works have been produced with the aid of MULTIVERSE Grants, established by the BBVA Foundation to provide a wider platform for one of the creative languages most distinctly of our time

**Madrid, October 19, 2017.-** Starting tomorrow, the BBVA Foundation will screen the video artwork *Mater Amatísima. Imaginaries and Discourses on Motherhood during Times of Change*. Its author, María Ruido, describes the work as a reflection on how “our ability to construct the world and relate to each other through socially and personally significant and profound experiences is severely limited in today’s increasingly fragmented and individualistic system. Having offspring and building an approved model of family can provide compensatory structures in a social-political context that offers few opportunities to make a significant mark.”

The video can be viewed in the Sala MULTIVERSO, a dedicated space for video art exhibits inside the Marques de Salamanca Palace, Madrid headquarters of the BBVA Foundation, where it will be screened uninterruptedly every day between 10:00 and 21.00 (including public holidays) until the 19th of next month.

This is the fifth installment in the MULTIVERSE exhibition series launched by the BBVA Foundation on May 12 this year. Preceding it in the series were *Expediente: Túnel de la Engaña* by Txuspo Poyo; *PIRI REIS. La continuación de un mito* by Rosana Antolí; *Sincronías 2016*, by Marc Larré; and *The Wolf Motives/Los motivos del lobo* by Carles Congost. The Sala MULTIVERSO will next host *El accidente de Vollard* by Pedro Luis Cembranos; *La España profunda* by Isaías Griñolo; *Global Windshield, The Musical* by Momu & No Es; and *Shelter* by Lúa Coderch (see calendar at the end of this press release). All products of the

second edition of the BBVA Foundation's MULTIVERSE Grants for Video Art Creation.

María Ruido explains that her work “has appropriation and disassembly/reassembly as its principal methodology, because I see images as a useful means to think and rethink, recontextualize and bring into collision. They are, after all, the primary tools of the video essay.”

The Multiverse funding, the artist continues, “has allowed me to make this film in enviable conditions at a time when finding the money and the right material conditions for production is complicated in the extreme. The crisis has had a huge impact on cultural and artistic output, and we are working in far more precarious conditions than ten years ago. At the same time, these Multiverse Grants – as I think is abundantly clear from the selection made in their three editions – have become a form of reaffirmation for artists like me at the mid-stage of our careers, with a certain track record and reasoned expectations of further growth and professionalization. For me – and I think for many of my colleagues – they are a means of self assertion and also, in a sense, a gateway to broader recognition. I believe that all of us feel they are a big step forward in our careers.”

Laura Baigorri, exhibition curator and an associate professor specializing in art and new media in the Fine Arts School at the University of Barcelona, compares *Mater Amatísima* with “pieces of a jigsaw that refuse to fit,” in which Ruido “confronts the spectator with a discourse that interrogates notions of the family and motherhood from a critical, feminist perspective.”

“In this documentary essay,” she adds, “the author takes issue with the traditional maternal image through an examination of the recent court trial in the “Asunta case,” disassembling and recontextualizing it with other materials drawn from art – painting, photography and film. The video, which continues a line of thought present throughout her career – the use of women’s bodies as a primary site of social control – turns in this case to a more concrete objective: revealing the social and emotional pressure suffered by many woman caught in the dichotomy of loving their children yet hating the experience of being mothers.”

### **Sala MULTIVERSO: a dedicated video exhibition space in Madrid’s ‘Art Walk’**

The MULTIVERSO Space within the BBVA Foundation’s Madrid headquarters is now an established stop along Madrid’s Paseo del Arte (‘Art Walk’), adding to its landmark institutions a dedicated venue for the most innovative video art.

With the MULTIVERSE Exhibition, the grant scheme of the same name and the MULTIVERSO Space, the BBVA Foundation has expanded its focus to video art creation, with the dual aim of fostering the development of a language

expressive of today's culture, and encouraging public interest in this artistic discipline through the display of newly created works.

The nine projects featured in the MULTIVERSE Exhibition were independently appraised by an evaluation committee who made their selection based on the artist's track record and the originality of the submitted project. The committee was formed by **Juan Antonio Álvarez Reyes**, Director of the Centro Andaluz de Arte Contemporáneo; **Eugeni Bonet**, artist and exhibition curator; **Javier Díaz-Guardiola**, coordinator of the Art, Architecture and Design sections of supplement *ABC Cultural*; **Nuria Enguita**, exhibition curator; **Chus Martínez Pérez**, head of the Art Institute of the Academy of Arts and Design, Basel; **Mariano Navarro**, critic for *El Cultural*; **María Pallier**, director of the arts program *Metrópolis*, TVE; **Blanca de la Torre**, exhibition curator and art historian; and **Elena Vozmediano**, art critic for *El Cultural*.

The awardee projects, in the opinion of Laura Baigorri, have materialized into "rich, thoughtful pieces of considerable aesthetic and conceptual complexity," because the MULTIVERSE grants have given their authors "the time and resources to delve deep in their research, plan ahead, travel to the locations where they wanted to shoot, and employ the most sophisticated production techniques."

#### **MULTIVERSE Exhibition**

**Venue:** Fundación BBVA. Palacio del Marqués de Salamanca. Paseo de Recoletos 10, 28001 Madrid

**Opening times:** Monday to Sunday and public holidays, 10:00 to 21:00

**Free admission**

**Website:** [www.multiverso-fbbva.es](http://www.multiverso-fbbva.es)

#### **Calendar**

- **Txuspo Poyo**, *Expediente: Túnel de la Engaña* (12/05/2017 – 11/06/2017)
- **Rosana Antolí**, *PIRI REIS. La continuación de un mito* (23/06/2017 - 20/07/2017)
- **Marc Larré**, *Sincronías 2016* (28/07/2017 - 27/08/2017)
- **Carles Congost**, *The Wolf Motives/Los motivos del lobo* (08/09/2017 - 08/10/2017)
- **María Ruido**, *MATER AMATÍSIMA. Imaginarios y discursos sobre la maternidad en tiempo de cambio* (20/10/2017 – 19/11/2017)
- **Pedro Luis Cembranos**, *El accidente de Vollard* (01/12/2017 – 31/12/2017)
- **Isaías Griñolo**, *La España profunda (de Ortega y Gasset a Rocío Jurado)* (12/01/2018 – 11/02/2018)

- **Lucía Moreno**, *Global Windshield, The Musical* (23/02/2018 – 25/03/2018)
- **Lúa Coderch**, [*Shelter*] (06/04/2018 – 06/05/2018)

## Fundación **BBVA**

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For more information, contact the BBVA Foundation Department of Communication and Institutional Relations (+34 91 374 5210, 91 374 8173 / [comunicacion@bbva.es](mailto:comunicacion@bbva.es)) or visit [www.fbbva.es](http://www.fbbva.es)