



Exhibition: **Canya. Ideas y vueltas (Canya. Ideas & Twists)**
Institut Valencià d'Art Modern, IVAM
24th July – 9th September 2007

Organised by: Institut Valencià d'Art Modern

Curator: José Gandía Casimiro

The IVAM once again dedicates an exhibition to the world of design with the work of Pepe Canya (José Martí Almenar, Valencia, 1962), one of its most outstanding exponents. In the proposal he has prepared for the IVAM, he shows the different phases of the creative process of producing a graphic design.

The artistic installation presented with the title *Ideas y vueltas* introduces visitors into a space where they share the magic and reflect about the creative processes of design and the spectator's role. The exhibition attempts to show the search and creative processes experienced in some of Canya's projects presented in the form of 28 prisms of light hanging from the ceiling inside a dark room with a sound track in a formal structure that alludes to the moment of illumination involved in the creative process. In this way the artist strives to surprise spectators and bring them close to the world of graphic ideas from an emotional viewpoint.

The darkened room, the exhibition space of the installation *Ideas y vueltas*, is at the same time a lyrical venture between phantoms of light and shade (three dimensionally represented by the images that he uses in his creative processes) and the reformulation of the perception mechanisms of the people visiting the gallery, whom Canya endows with an active role. His intuitions, doubts and solutions affirm our singularity in an empty space illuminated by the "trade marks" that in this case are far from alienating but

rather are explained to us by deconstructing themselves and deconstructing us.

As a parallel project to the exhibition, Canya has set up an open creative process in which he invites anyone who so wishes to participate with a graphic representation of clouds. These designs will be sent to a website whose address can be found on postcards that visitors may take away as a souvenir of the show, and a book will be published with all these contributions. This project, which invites visitors to play an active part and stimulates their creativity, reaffirms Canya's concept of spectators not as passive subjects but as participants and co-creators.

As the director of Brandesign in the multidisciplinary studio Engloba Grupo de Comunicación, of which he is a founding member, Pepe Canya has made commissions for clients like Lladró, IVAM, MTV Spain, Uría Menéndez, MARQ (the Archaeological Museum of Alicante), the Generalitat Valenciana, Consum, Restaurante Ca'Sento, the Diputación de Alicante, the Palace of Congresses in Valencia, Casa Pons (Importaco), Restaurante Torrijos, the Biennial of the Arts in Valencia, the Observatori, UNO Muebles, Bancaja, the Abac Hotel in Barcelona and the City of the Arts and the Sciences.

He has taken part in different collective exhibitions and projects like *La Revolución Azul* (The Blue Revolution), organised by the NGO Action against Hunger in Madrid in 2002, *10 x 12. 1995-2004 Una década de diseño y fotografía Valenciana en la Agenda Vernetta* (10 x 12. 1995-2004 A Decade of Valencian Design and Photography in Vernetta's Agenda), IVAM, 2004, *Vaya Tipo!* (What a Guy!), organised by the Valencian Community Designers Association (ADVC) at the Escola d'Art i Superior de Disseny de València in 2004 and *48D*, at Casino Llagosterenc, Llagostera, Lleida in 2007. In recent years his work has been acknowledged with the granting of several awards, including: the Silver Best Pack Award in 2006, a nomination for the Laus Award in 2006 and the Premio Lluna d'Or for editorial design in 2007. One of his most outstanding publications is the author's book *Canya LMXJV0003* and several of his works have been published in specialised magazines and books like *Select A, B, C, D y E. Ydentity, Mute, Logos made in Spain, Packaging made in Spain, Laus 06* and *Structural Greetings*. He is a member of the Valencia Community Designers Association (ADCD) and the Bureau of European Designers association (BEDA).

The exhibition *Ideas y vueltas* is part of the series of monographic exhibitions dedicated to graphics and graphic design organised by the

IVAM with a view to propagating the new creative languages and contributions that emerge in the realm of design in Valencia. In the same series the IVAM has previously displayed the work of Javier Mariscal, Paco Bascuñan and Paco Caparrós.

The catalogue published for the exhibition contains reproductions of the works displayed and includes texts by Consuelo Císcar, director of the IVAM, José Gandía Casimiro, the curator of the exhibition, Fernando Castro, Fernando Beltrán and a piece by Pepe Canya himself.