

Artistic Proposal - Greenwashing (Group Global 3000, 2013)



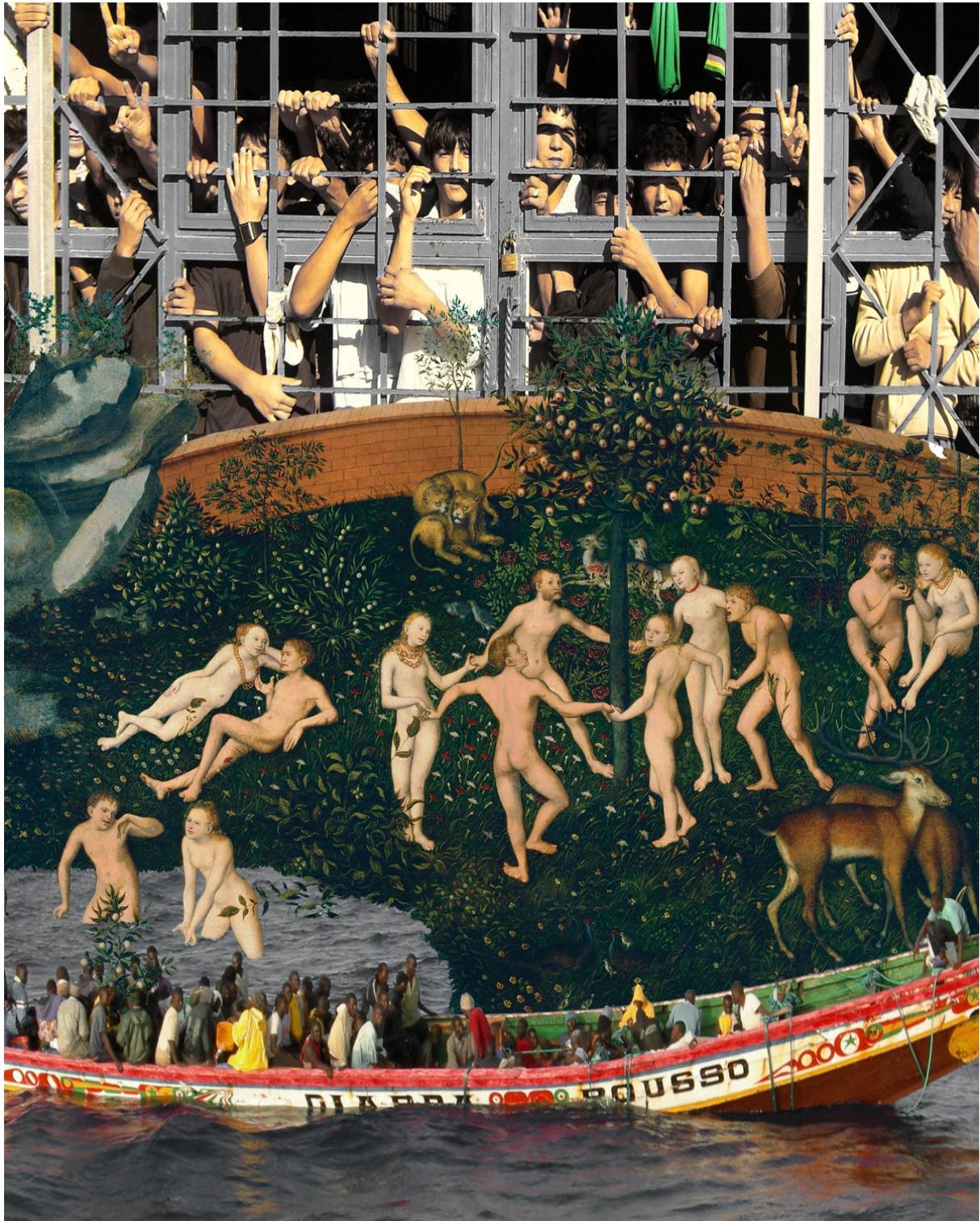
The Fountain of Ruse

Political propaganda makes a parasitic use of our mythical heritage; it is mystagogic rather than mythopoetic. The ruse is not difficult to discover, because, in order to achieve that, it resorts to myths symbolizing the opposite of what propaganda tries to hide: i.e. eternal youth vs. radioactivity. After Lucas Cranach the Elder's *The Fountain of Youth* (1546), Charles Levy's atomic bombing of Nagasaki (1945) and Tomás Lorente's Spanish minister and American ambassador bathing in Palomares (1966). Digital Collage, 2013.



Hortus Conclusus

There is a close relationship between the myth of the *hortus conclusus* ('enclosed garden') and the false rhetoric of sustainability: our cities, our neighborhoods, our buildings will be sustainable to the extent we are able to exclude from the sustainability calculation the impure elements, to the extent we are able to enclose properly these virginal spaces so that nothing may disturb them. After Kölner Maler um 1430's *Maria im Rosenhaag mit Heiligen und Stiftern* (Rose Mary in the Hague with Saints and Donors, c. 1420–30) and Bordo Poniente garbage dump (Mexico D. F.). Digital Collage, 2013.



The Golden Runaway

At both ends of the fictitious line of time, projecting itself into the past, on the one hand, and into the future, on the other hand, the myth of the golden age meets its symmetric counterpart in the myth of progress. In this way, endlessly projecting itself into an unachievable ideal, man runs away from the unique thing he can share with man: the present. After Lucas Cranach the Elder's *The Golden Age* (c. 1530), boat carrying immigrants in Canary Islands and barrier in Greek-Turkish border. Digital Collage, 2013.



Another Urbanism is Possible

Inspired by children, we like to believe that some naif ideas might be the germ for revolutionary actions. Bring together, for example, one of the most liberal urban designs with one of the icons of the left-wing... and see what happen. After William Bridges's map of Manhattan (1814), Alberto Korda's *Guerrillero Heroico* (*Heroic Guerrilla Fighter*, 1960) and Jim Fitzpatrick's wallpaper (1968). Digital Collage, 2013.



Camouflage Suit-ainability

We doubt about the sustainability of the green walls. We think it is impossible for so sophisticated devices, with so much engineering, pipes, maintenance, and so on, to be sustainable. We think that they represent, rather than true sustainability, masks of sustainability, camouflage sustainability. Not camouflaged sustainability, but sustainability camouflaging something else. But what could that be? That might be armed men, camouflaged themselves too. Armed men who would be watching over us. Armed men who, if necessary, would shoot. After Patrick Blanc's vertical garden in CaixaForum, Madrid. Digital Collage, 2013.



Design of the Race

Are not the Nazi racial purity and the CG (computer graphics) pornography in fact two sides of the same coin? After Margaret Bourke-White's survivors at Buchenwald Concentration Camp (1945). Digital Collage, 2013.

Pedro Bustamante, 2013