



COMUNIDADES,  
LA PISICINA II

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Jorge Yeregui

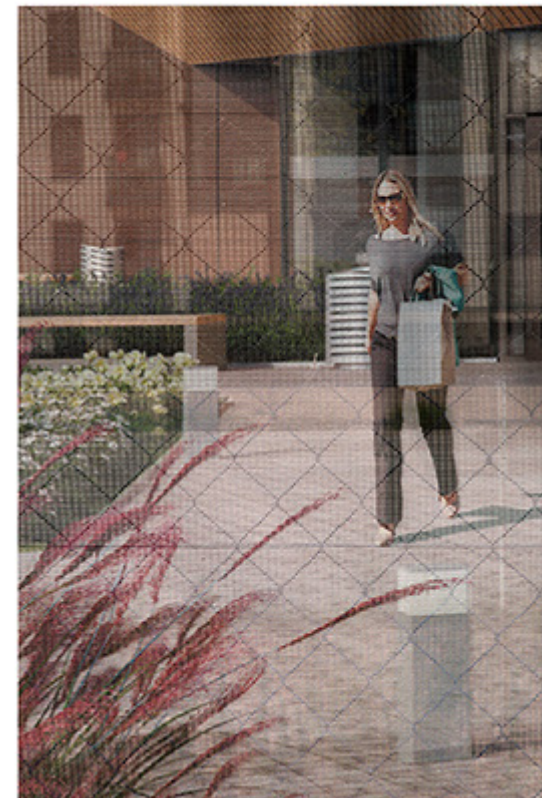
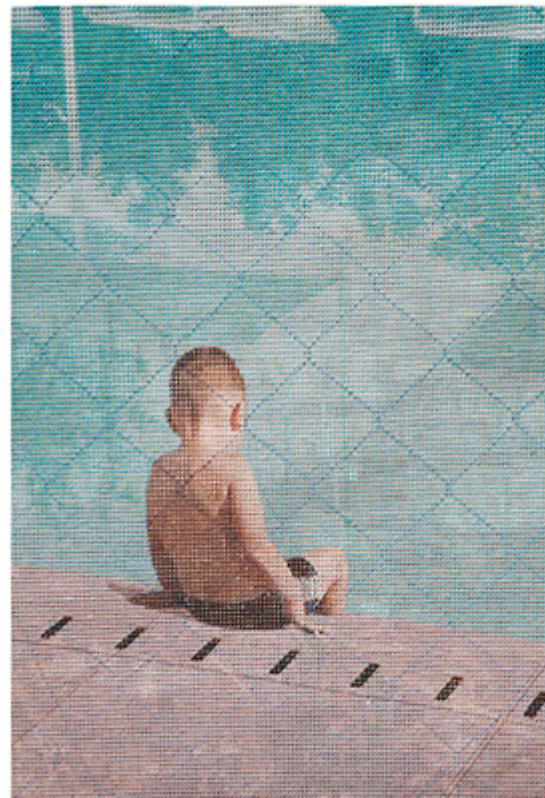
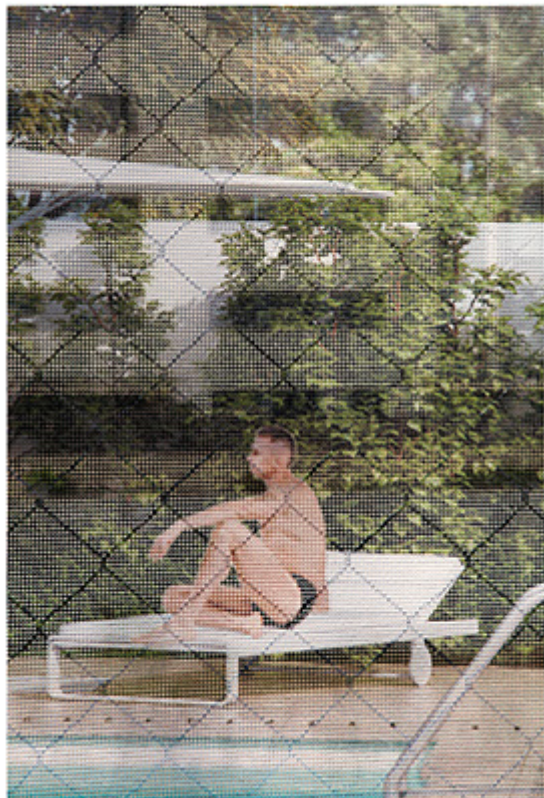
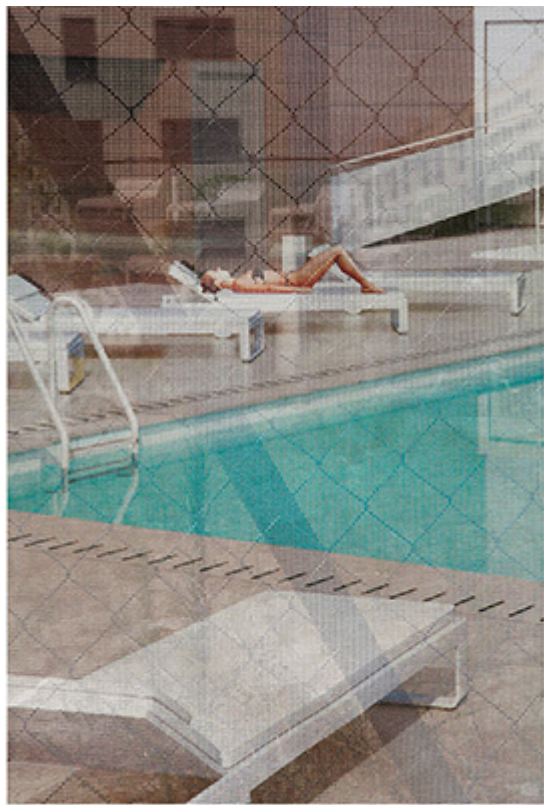
**COMUNIDADES. LA PISCINA II (2020)**

The infographics and photomontages used by developers to publicize their projects are aimed at providing images that citizens can identify with and project themselves into a place. These are representations that give a preview of the image of spaces still under construction and aim to transmit to potential clients what life will be like in this place. They usually focus on the common areas and services included in the development, offering an alternative «public space» to that of the street, safer and more controlled. These idealized projections, in addition to offering a careful image of the built space, recreate small domestic scenes that connect with the longings of those who contemplate them.

These images are usually printed at a large scale on different supports which gives them a particular texture, and are placed on the perimeter fence of the site, on advertising panels near the development or are used to decorate the sales booths located at the construction site.

*Comunidades* re-frames fragments of these images focusing on those domestic scenes in which people appear and a projection of how the place would be inhabited is shown.





*COMUNIDADES . La Piscina II*

2020

Archival pigment print on cotton paper  
131 x 183 cm. 63 x 42 cm (each framed)

Ed: 3 + 2 AP





Jorge Yeregui



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COMUNIDADES . La Piscina II  
#01 (Detail)





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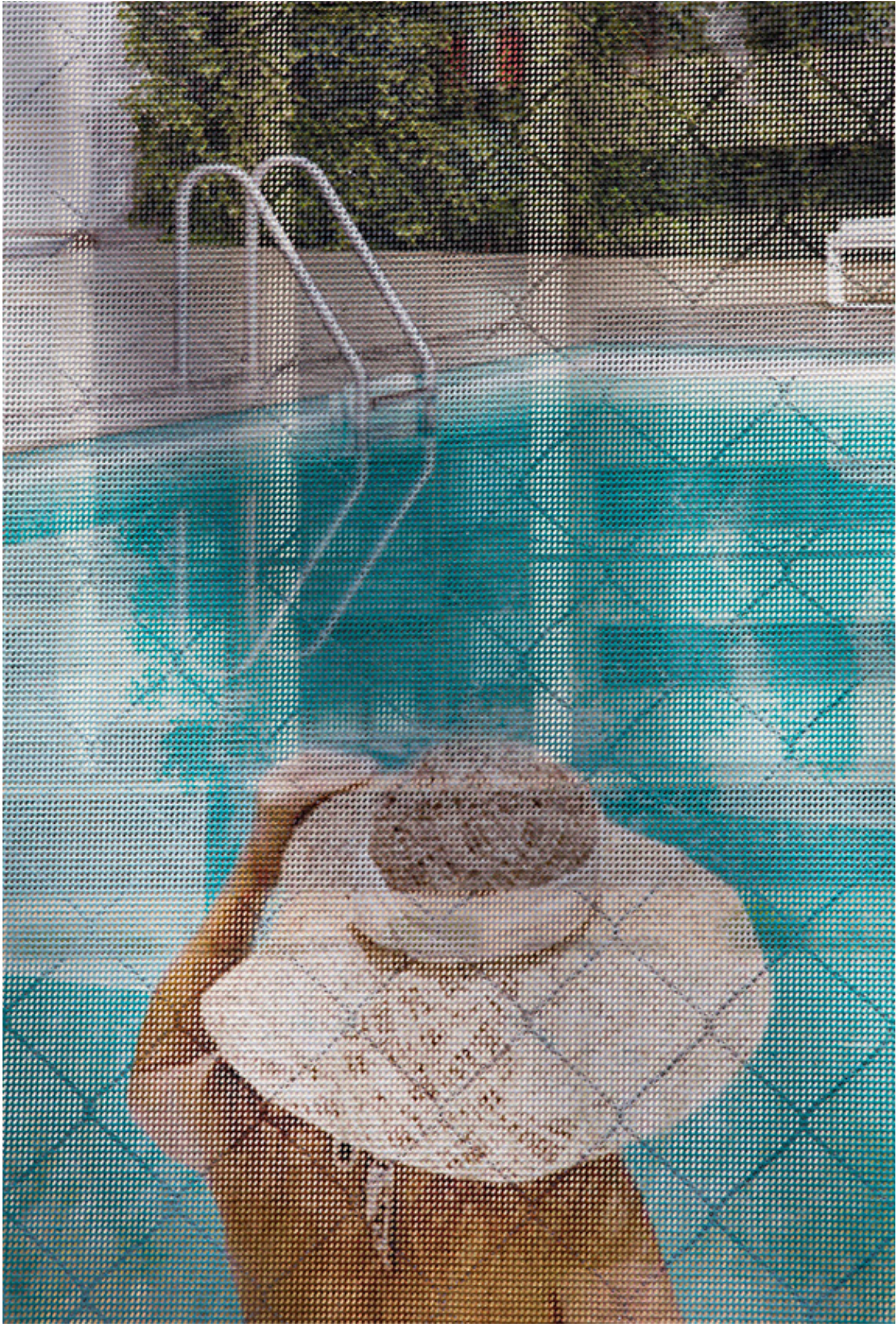




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## BIOGRAPHY

Santander, Spain, 1975.

Jorge Yeregui studied architecture at the University of Seville, and later went on to become a teacher in the School of Architecture at the University of Málaga.

His interpretation of the landscape has evolved as man's relationship with his surroundings progresses. At the current moment, the way of seeing is undergoing a notable transformation in the transition from discovery to recognition, to the point that it has become almost impossible to see with an innocent gaze.

Jorge Yeregui explores this way of constructing and representing the landscape, proposing a reflection on perception and the way we construct knowledge of our surroundings. His projects transcend the aesthetic of landscape and mine the confluence of the natural, cultural and social factors that condition it.

Yeregui received awards at the Beca de Artes Plásticas Fundación Botín in 2015, Beca Casa Velázquez in 2013-2014 and the Premio Internacional de Fotografía Contemporánea Pilar Citoler 2011 with a work belonging to the series Minimal Landscapes, which the judges concluded "conforms a conceptual exploration regarding the symbolic value that nature adheres in the contemporary city". He has also received several scholarships for Beca de Residencia de la Academia de España, Roma, Ministerio de Asuntos Exteriores and the Colegio de España en París, Ministry of Culture. His solo exhibitions have included those at Tabacalera Promoción del Arte, Madrid; Centro Andaluz de Arte Contemporáneo, Sevilla; Centro de Fotografía de la Universidad de Salamanca, Salamanca; Centro José Guerrero, Granada and Colegio de España en Paris.

He has also participated in international shows in spaces such as Centro de la Imagen, México DF; Bienal de Arquitectura de Medellín, Colombia; Instituto Cervantes de Chicago; Festival Internazionale di Roma; Instituto Cervantes de Pekín; Pingyao International Photography Festival;

Arts Santa Mònica, Barcelona; Matadero, Madrid; DA2, Salamanca; Centro Atlántico de Arte Moderno, Las Palmas de GC; Le Château d'Eau, Toulouse, France and Winterthur Fotomuseum, Switzerland.

His work is represented in important collections such as Ministerio de Cultura de España, Centro Andaluz de Arte Contemporáneo, Fundación Coca Cola, Centro de Fotografía de la Universidad de Salamanca, Fundación Cajasol, Colección Fundación Botín, Nueva Colección Pilar Citoler and Colección DKV.