

### WHAT?

*An artistic response of the Covid pandemic and the hardships of confinement all over the world. All while looking at a great variety of artists and mediums from the last XX-XXIth centuries.*

### WHERE?

*The sanitary conditions have obliged us to make a virtual platform yet the exhibition was conceived to be installed at the famous IFEMA Hospital in Madrid, a symbol of the fight against COVID in Spain. The space has now been reconverted into the original halls that would usually host exhibitions such as the contemporary fair of ARCO.*

### WHEN?

*From December 2020. You can virtually visit our exhibition any time.*

*Here is a direct link to our virtual platform:*

*<https://prezi.com/view/H4b11lduET4BdCZqY0tG/>*

**"Culture is a way of showing who we are in this planet. And in this sense, monuments symbolize our cultural and emotional milestones"**

**--Martín Gómez Platero,  
Gómez Platero Studio**

**"We want to tell people that even though they might be stuck inside their houses, beauty can really be found everywhere"**

**--Viral Art Team**

**"Creativity and human expression have the capacity to inspire, unite, and comfort us when feeling hopeless or overwhelmed"**

**--Viral Art Team**

## CONTACT US

---

The Viral Art Team  
Research Methods Students  
Saint Louis University, Madrid  
Fall 2020

# VIRAL ART

## An Artistic Response of the Covid Pandemic



December 2020  
IFEMA Hospital, Madrid



## THE WORKS

The viewer will be presented with creative responses conveyed differently by artists all around the world.

While ones pay tribute to the COVID-19 and the sanitary forces working collaboratively across the world, others depict anecdotal aspects of lockdown. Additionally, it is not the first time in history that the world adapts to a global pandemic, so exploring past epidemics will enable us to discover how artists, designers and architects have responded to them.

Thus, the VIRAL ART exhibition presents a variety of mediums which include: PAINTING, PHOTOGRAPHY, SCULPTURE, FASHION, ARCHITECTURE, POETRY, LITERATURE and MUSIC.

We strongly believe in the importance of art during challenging times. Creativity and human expression have the capacity to inspire, unite, and comfort us when feeling hopeless or overwhelmed.

As Pablo Picasso once said, "Art washes away from the soul the dust of everyday life." We hope that this viral collection of works inspires and stimulates you as much as it inspires us.

## THE EXHIBITION

We finish this 2020 with an extremely convulsed sanitary, economic, social but also cultural panorama due to the COVID-19.

The COVID-19 world pandemic has drastically affected different aspects of our lives. While some people got infected and underwent serious traumatizing experiences, others experienced long, rigid and uncertain lockdowns. Barely anyone could be left untouched, as the new normal was introduced.

With this in mind, VIRAL ART brings together a diverse range of artistic responses to these health crises, while also showing how artists in the past have responded to similar conditions.



"Quarantine Uniform" by Chris Maggio and "To be represented as a blur" by Josh Olins. New York, 2020. Credits: Vogue Magazine.

## OUR LOCATION

The IFEMA (Feria de Madrid) Hospital has become one of the symbols of the fight against Covid-19 in Spain. A couple of months ago, this popular fair and congress space was transformed into the largest field hospital in Europe. In a record time, a whole new sanitary infrastructure was conceived. This is why we have chosen this symbolic and representative space in order to provide a whole new artistic dimension to it.



World Memorial Pandemic by Gómez Platero Studio, architecture & urbanism, 2020. Credits: Gómez Platero Studio.