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in collaboration with the Center of Contemporary Culture of Barcelona
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THE INFLUENCERS

FESTIVAL D'ART, GUERRILLA DE LA CÒMUNICACIÓ I ENTRETENIMENT RADICÀL

A festival of art, guerrilla communication, radical entertainment

February 4 - 6, 2010

Center of Contemporary Culture - Barcelona, Spain

<http://TheInfluencers.org/en>

With the participation of The Yes Men, ZEVS, James Acord, Donkijote, Black Label Bike Club, Joan Leandre / Retroyou, Critical Art Ensemble, IOCOSE feat. Falegnameria Sociale.

The Influencers is a three day think-tank that tackles the potential of non conventional communication in contemporary society. We are interested in exploring the hybrid zones wherein autonomous experiments and mainstream culture blend and collapse into one another. Projects that stem out of a deeply rooted do-it-yourself attitude, even when they develop into complex, large scale projects.

Since 2004, The Influencers has been gathering a limited but carefully selected number of diverse projects. This 6th installment makes no exception: celebrity pranksters (with a cause), tactical media artists, computer games modders, hi-tech donkeys, extreme bicycling gangs, atomic sculptors, ads' kidnappers, and media transformers will come together for three long evenings to present, discuss, and perform their work. Whether they are art works or life long projects, or just weird ideas one came up with, these practices are fed by a visionary taste for weirdness and desire for social change.

Unlike other festivals, The Influencers has no theme, but if you are looking for threads to string stories together, this time you will encounter at least a couple. First, examples of mind ecologies, life after dumb consumerism, DIY survival strategies for after the brands feast is over. Second, risky and dangerous narratives. Those risks that you take on when you force physical, aesthetical, legal, and political boundaries of our society, and challenge collective imagination to desire the unthinkable. We want to show that taking risks is possible, never easy, frequently fun, and always very instructive.

All activities are free, as in free beer.

The detailed program is available at:
<http://theinfluencers.org/en/festival/2010/program>

The complete press kit is available on line at:
<http://theinfluencers.org/en/festival/2010/press>

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