

## URTZI GRAU, CRISTINA GOBERNA (FAKE INDUSTRIES ARCHITECTURAL AGONISM) *Ay Caramelles*

2009 | *Eme3 Architectural Market*

Barcelona's public space is both a world-wide known example of urban successful renewal and contested case of tourism-driven gentrification. This project explored the unresolved tension between the City Hall's use of the public space as an advertisement of the city and the citizens' weariness of the spectacularization of their everyday life.

'Ay Caramelles' was a intervention that invested its budget hiring citizens —10 Euros an hour— to activate Caramelles square. The community was invited to activate the square for an hour. During the event, documented in the film 'Ay Caramelles!,' the participants were required to: (1) repeat in front of the camera the following sentence "I earned 10 € for activating this public space during an hour" and (2) wonder around the square during 60 minutes doing whatever they felt doing. The film was eventually projected in the square.

Its value has been attested by its inclusion in the Festival *Eme3 Architectural Market* of 2009, an annual international architectural festival and exhibition in Barcelona.

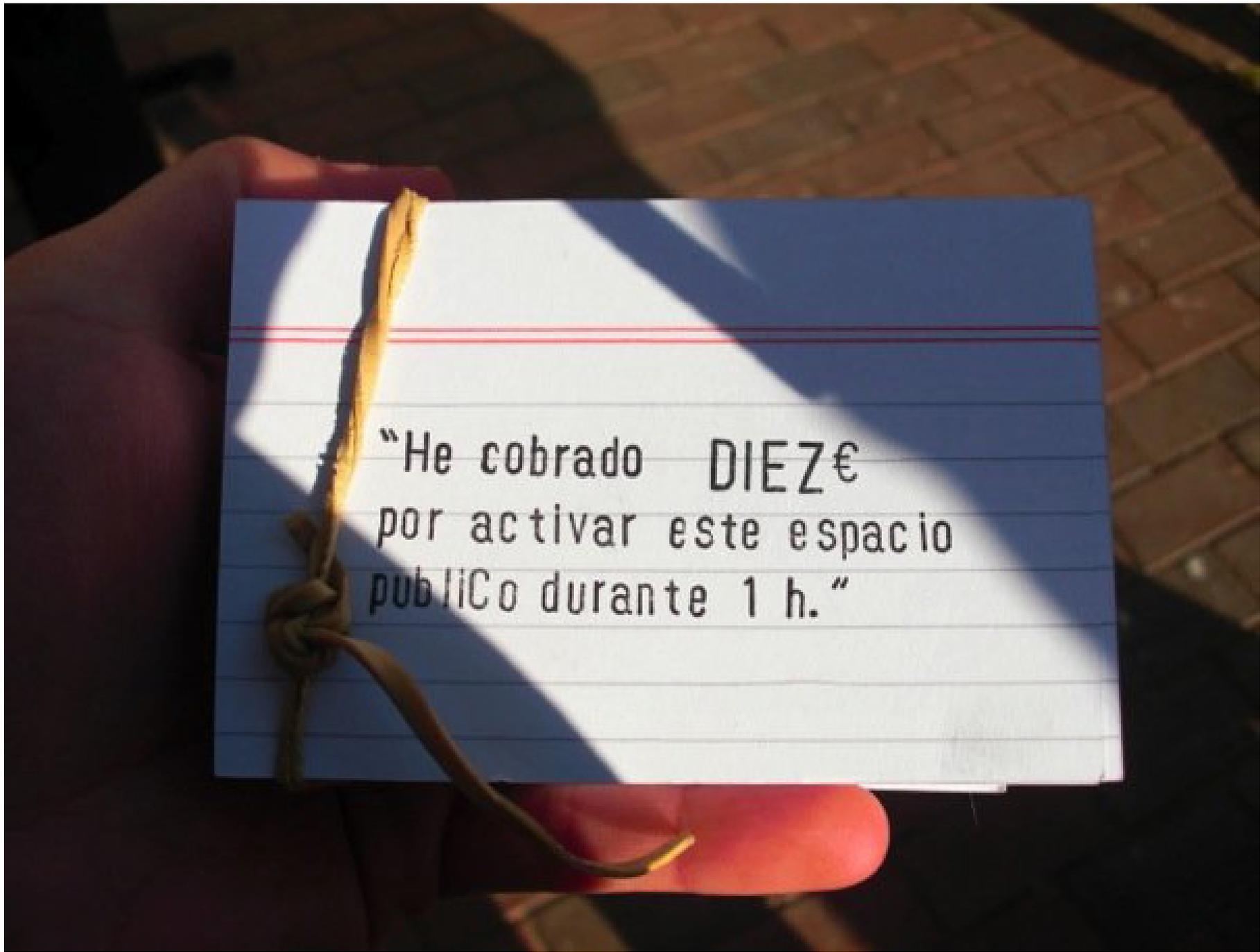
*Crew filming participant*



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Text participants were required to  
read to the camera



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Participant, video still



He cobrado diez euros por activar este espacio público durante una hora.

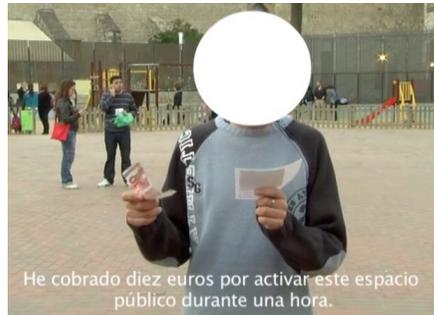
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Participants, video still

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Participants, video still

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Film projected in the square



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Ay Caramelles square

Weblink:  
<http://vimeo.com/3857431>



1.



EME3 IS A THINK TANK THAT SERVES AS A WORLDWIDE CONNECTING NODE TO DISCOVER, UNDERSTAND AND SHARE NEW WAYS OF ARCHITECTURE AND URBANISM STRONGLY RELATED TO THE REALITY OF CONTEMPORARY SOCIETIES.

CAT ES EN  
SINCE 1999  
EME3\_2014 Barcelona  
coming soon

SEARCH



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## CONCEPT

by EME3 on Mar 21, 2012

Eme3 was born in 1999 in response to the need to find a space for architects, urbanists and artist from different disciplines, where they could meet and present innovative and unconventional projects that went beyond common trends in urban planning and construction. It was the volumetric concept, the measure unit in cubic meters that gave it the name.

Although the social parameters and context have greatly changed since then, eme3 still operates as an opportunity and platform for the presentation and exchange of ideas.

Eme3 has become a forum and facilitator for interaction and a shuttle of proposals that in a retrospective sense can be fully defined as avant-garde architecture.

With architecture as the starting point, and the combination of both art and design, eme3 brings together the new producers of emergent architectures in a space for experimentation, display and debate. Eme3 generates projects that take shape in different formats (installations, urban projects, workshops, lectures, discussions and audiovisual projections) and locations, through the continuous program, eme3\_on, as well as the annual encounter, eme3\_festival.

As a think-tank, eme3 provides the participant with a physical and interactive space to interact and share his ideas, as well as the possibility for the visitor to discover a different architecture yet close to the real and current problems in society, bringing an optimistic perspective.

All the material generated during and for eme3 remains registered and will be available through the web and the catalog of each edition.

2.



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EME3\_2009



## VIDEOS EME3\_2009

by EME3 on Feb 4, 2012

No Comments

videos EME3\_2009



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- 1. CONCEPT, eme3, [http://2012.eme3.org/?page\\_id=2](http://2012.eme3.org/?page_id=2)
- 2. VIDEOS EME3\_2009, eme3, [http://www.eme3.org/2012/02/video-eme3\\_2009/](http://www.eme3.org/2012/02/video-eme3_2009/)