

For immediate release

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Eva718 steps up the photographic experience with "Storytracks" activated by QRs

Barcelona (June 8, 2017 - until July 30) – As part of the group exhibition *Erotika!3* at the **Chez Xefo Art Gallery** (Badajoz, 46, Barcelona), the Catalan artist **Eva718** presents three two-dimensional proposals, the result of his first collaboration with the Brooklyn, New York, photographer, **Valery Rizzo** .



Eva718, writer, poet, composer, singer, and conceptual artist, presents a new way of experiencing, seeing, capturing and feeling photography. Based on Valery Rizzo's photographs, Eva718 is inspired to write a story related to each photograph and, once the narrative is complete, composes and produces the accompanying soundtrack. **The final product is not a "soundtrack", but a "storytrack"**. Coney Island Stories are three *storytracks* created for each of the three photographs presented (*Pin-Up Girls*, *Splash* and *Warm Up*).

By using a phone with an application to read QR codes, and the headphones that are exhibited together with the work, Eva718 offers another way for experiencing these photographs. The two artists have collaborated to create these visual works where the QR is treated as a graphic and design element. A limited edition (12 units) of these works has been produced, posters printed in photographic quality. *"I want to sneak into people's homes and work spaces, so that they can, individually or in groups, amplify the experience of the image that surrounds them... a dining room, an office, a room..."* , comments Eva718 thinking about his vision for the *storytracks* .

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