

WITH RHYME AND REASON

The context of our intervention “*Te comería a versos*” is double: the cities of Madrid and Barcelona. The situation in both cases was similar in the form of understanding the urban signs, always staying in an informative way. In the specific concept of the traffic signs the messages are aimed to aware the pedestrians about data of victims and accidents.

The 44 pedestrian crossings in which the work was made, where located in strategic and very transited locations of the city. But anyway, this pedestrian crossings are absolutely conventional without anything that highlights them to preserved.

The work was developed and financially supported by our own initiative, supported by the collaboration of the artists that gave us their poetry: In Madrid, our friends Leiva, Ajo & Rayden.

In Barcelona, Montse Aroca, Amaia Crespo, Estel Solé & Maria Leach.

The point of the intervention was to transform a common element of the urban world, like the pedestrian crossings, introducing a poetic content through the sober aesthetic of the traffic signs. We pretended to awake in the spectator a new artistic vision of the city.

The repercussion became much further than the one we expected. Madrid the first city “victim” of this intervention, rise excited and thrilled, exploding in the social network and the media. It was amazing to watch people response and how they related with the words making them their own. And how this words became part of the imaginary of this cities. Now, most of these rests in our minds like a lovely memory in our dreams.



• Alamo street, Madrid

