

A PINHOLE EXHIBITION: TINNED CITIES/CIUDADES ENLATADAS

A multidisciplinary project integrating art, marketing research and Spanish language for social sciences.

Valencia/London 2009-10

What is a pinhole photography? It is a photograph which is cooked inside a metal without lens, viewfinder and even without a shutter. The light enters through a tiny hole forming the image on a photosensitive paper.
fotolateras.com

Participants

- Marketing Department, Faculty of Economics, University of Valencia (Spain).
- Spanish Section, Language Centre, London School of Economics (UK).
- Fotolateras.com¹.

Background

A pinhole exhibition: *Tinned Cities/Ciudades Enlatadas* is part of the bilateral agreement of collaboration between the Spanish section at the Language Centre (London School of Economics/London, UK) and the Marketing Research Department (University of Economics/Valencia, Spain) from 2006/2011.

A pinhole exhibition: *Tinned Cities/Ciudades Enlatadas* is part of the activities celebrating the 10-year anniversary of the LSE Language Centre.

The project will be integrated in two courses in the academic year 2009-10:

- Marketing Research, core degree of the Business Administration degree, taught in English by Manuel Cuadrado Garcia, Associate Professor of marketing at the University of Valencia.



In 2009-2010 students taking this course will develop a survey that will show the real-life implementation of marketing research. Specifically, they will undertake a quantitative research to select 20-black and white pinhole pictures by *fotolateras.com* to be shown in an exhibition at LSE in February 2010. Thus, students will fully understand the application of Marketing Research theoretical concepts.

- Spanish Language and Society (Beginners) course coordinated by Lourdes Hernández-Martín, Assistant Language Co-ordinator (Spanish) at LSE.

In 2009-2010, as part of Spanish Language and Society (Beginners), students will follow a 20-hours activity called *Still Spanish: Urban spaces*, a workshop

¹ For more information on their work, please visit the web page of the two artist <http://www.fotolateras.com/>

- which aims to provide students with a basic knowledge of multimedia essays
- which aims to introduce a topic to students from different social sciences perspectives: *Cities*.

As their final product of *Still Spanish*, students will be asked to create a multimedia essay using pictures, text and audio under the title *Cityscape*.

The 20-pictures of *Tinned Cities/Ciudades Enlatadas* by *fotolateras.com* to be shown at the exhibition will be used as material for several activities for *Still Spanish: Urban spaces*. Among those activities (which include creation of voice over, storyboarding, etc.), students will write the captions of the pictures for the exhibition (with a translation in English).

Students will follow a workshop given by *fotolateras.com* on photographic techniques.

All these activities will take place in Spanish and they will be integrated into the curriculum of the course during Lent Term.

The study pack of the course Spanish Language and Society (Beginners) will include a 2-hours language lesson based on the research carried out in Valencia to introduce students of Spanish to the language area of marketing research.

The study pack of the course Spanish Language and Society (Beginners) will include a 2-hours language lesson based on the research carried out in Valencia to introduce students of Spanish to the language area of photography and editing techniques.

General aim

Organization of a pinhole photography exhibition by the artist *fotolateras.com* at the London School of Economics (London, UK) under the title: *Tinned Cities/Ciudades Enlatadas*

The choice of the artists and the topic for the exhibition: *fotolateras.com* and their *Tinned Cities/Ciudades Enlatadas*

LSE students are exposed to research on cities through different programs or projects such as LSE Cities: Urban Age² or the Cities Programme³. Their work focuses on the problematic nature of 21st Century cities⁴. Politicians, investors, planners, architects, urban designers, engineers, public service workers and private sector



² http://www.urban-age.net/01_introduction/intro_idea.htm

³ <http://www.lse.ac.uk/collections/cities/>

⁴ In China, India, Africa, and Latin America, urban populations are exploding and cities are growing exponentially. At the same time, many developed cities are shrinking and being radically restructured as a result of shifting economic bases and new patterns of migration. (...) Urban policymakers are struggling to balance this massive growth in public and private investment with more sustainable forms of urban development. Questions regarding the shape, size, density and distribution of the city have become increasingly complex and politicised. ... http://www.urban-age.net/01_introduction/intro_idea.html

leaders seem to be the only inhabitants of these complex spaces which need to be developed, organised, and managed.

fotolateras.com and their collection *Tinned Cities/Ciudades Enlatadas* will bring a different narrative of the urban spaces to LSE. Witnesses of a society which watch everything but does not look, *fotolateras.com* wander the urban landscapes as *baudelarian flaneurs* “cooking” new images in their tins where past and present mixed in a singular manner. *fotolateras.com* remember us that cities can still be lived and experimented as romantic and mysterious landscapes.

Aims of the project

For the Marketing Department, Faculty of Economics, UV

The aims of this project are linked to the basic principles, competences and skills of the University of Valencia strategic plan and the Bolonia principles. Among them: cooperation, exchange, languages, cultures, new technologies, critical thought, etc. Focused on the UV students, the project aims

- To understand the role of marketing research in an organisation and in the society, and specifically in the arts context.
- To develop individual and team working abilities, to improve communicational skill, and to learn to search and analyse different types of information resources.
- To understand the problems or situations an organisation may face, and suggesting surveys and actions to start solving them.
- To make the teaching-learning process more interesting, motivating and satisfactory.
- To make students more aware of disciplines different to business, management and marketing.



For the Spanish Section, Language Centre, LSE

This project will offer the Spanish section a mean to directly address some of LSE values and strategic priorities as stated in the *LSE Strategic Plan 2008-2013*⁵:

- to implement innovative ways of teaching and learning offering students educational experiences that are engaging and relevant.
- to address the whole student experience which encompasses their social, living, study and life experiences.
- to engage with the wider community through a diverse range of activities.

From a language point of view, this project fulfils fully the criteria of the Common European Framework of Reference for Languages (CEFR) for selecting language tasks which must be “purposeful and meaningful –perceived as real life⁶- for the learners, and involve them as fully as possible”⁷.

⁵ Planning and Corporate Policy Division, London School of Economics. LSE Strategic Plan 2008-2013. London, UK.

⁶ Common European Framework, http://www.coe.int/T/DG4/Portfolio/documents/Framework_EN.pdf, p.161

⁷ Common European Framework, http://www.coe.int/T/DG4/Portfolio/documents/Framework_EN.pdf p. 153

The project will also provide students with an excellent opportunity to practise all their language skills through activities involving reception, production, interaction and mediation⁸ in real life.

This project could be easily transferred to other languages. Because creating engaging and meaningful activities for language beginner courses is a difficult task, if this multidisciplinary project is successful, it could be used as a model for other language courses at LSE.

Process/Stages

21 September 2009- 15 December 2009

In the course Marketing Research at the University of Valencia, students will carry out a market research in order to select, among a large number of pinhole photographs by *fotolateras.com*, the most-liked 20 photographs to be shown in a public exhibition at LSE.

Qualitative and quantitative techniques will be developed to measure the level of attractiveness of the pictures. The research population, i.e interviewees, will be potential visitors of an art exhibition in a university campus: students, administrative personnel and academics in the University of Valencia.

Lourdes Hernández-Martín will create materials based on the research carried out in Valencia to introduce students of Spanish to specific language in the area of marketing research for culture. The materials will be included in the study pack for Lent Term.

Lourdes Hernández-Martín will create materials to introduce students of Spanish to specific language in the area of photography in order to allow them to follow the *fotolateras* workshop in Spanish. The materials will be included in the study pack for Lent Term.

15 December 2009-10 January 2010

Fotolateras.com will organise the exhibition to be taken place in London according to the results of the research.

Fotolateras.com will send copies of the 20 selected photographs via email to Lourdes Hernandez-Martin to be integrated in the activities of *Still Spanish*.

January 2010

The 20 pictures selected in Valencia will be used in a series of activities with a final task: write the captions for the pictures (in Spanish with a translation in English) to be used during the exhibition in London.

All activities will be performed in Spanish.

1-10 February 2010

Pictures will be sent from Valencia to London to be exhibited.

⁸ Common European Framework, http://www.coe.int/T/DG4/Portfolio/documents/Framework_EN.pdf p.14

16-23 February

- Exhibition at LSE: Tinned Cities/Ciudades Enlatadas. Inauguration: 16 February 2010, Time: 19.30, Place: Atrium Gallery, Old Building.
- Workshop. The artists will give a 4-hours workshop to students of Spanish Language and Society (Beginners) in Spanish on photographic techniques focusing on pinhole techniques using tins.
 - 1st Day: 17 February 2010, Time: 14.00-16.00
 - 2nd Day (weather permitted, students will have the opportunity "to *photo-tin*"): 18 February 2010, Time: 9.00-11.00



March

Questionnaire will be sent out to students in both Valencia and London to assess the project.

April-onwards

Analysis of questionnaires and presentation of results in academic articles/conferences, etc.



The project is supported by

Valencia University
Language Centre, LSE