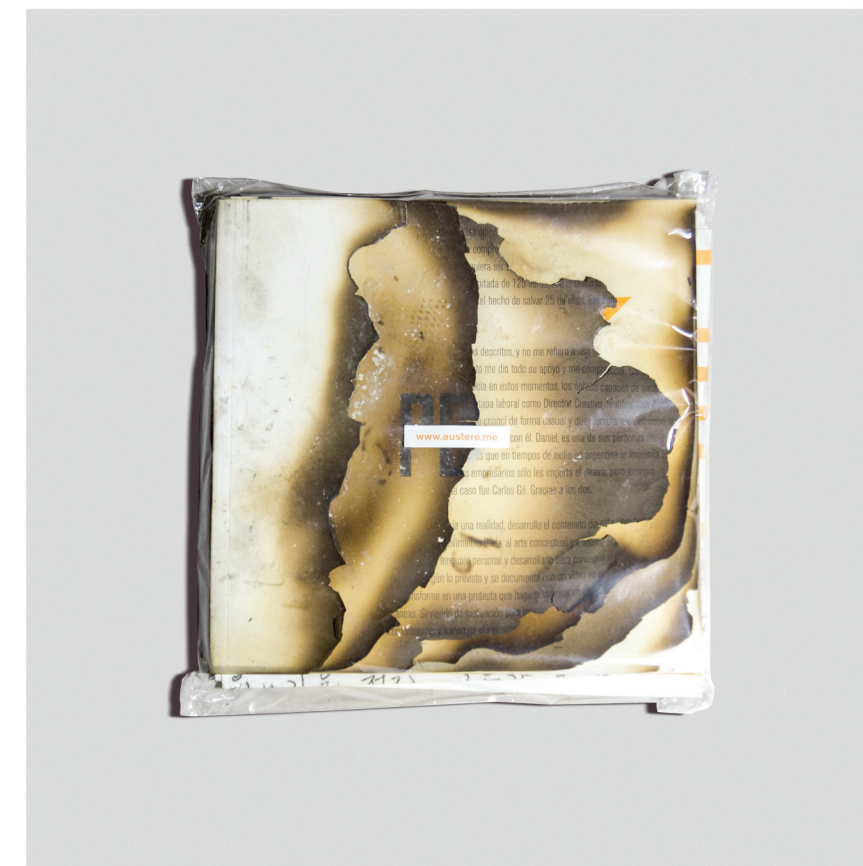
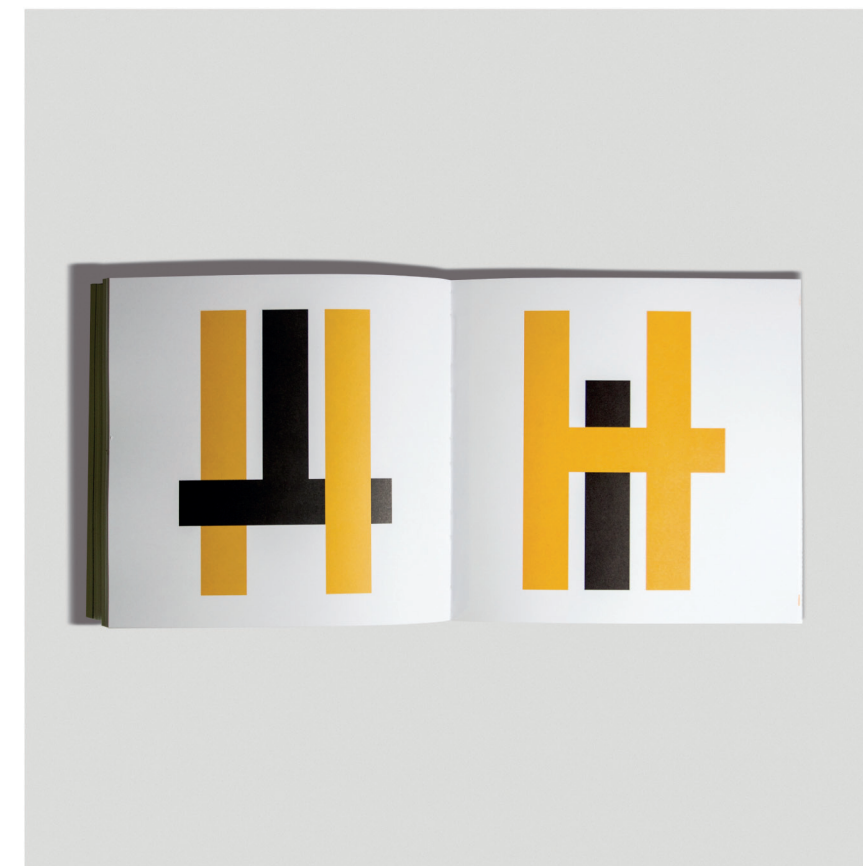




“AUSTERE”



TO ADVERTISE THE EXHIBITION “PHILOSOPHIA,”
CREATED BY THE DESIGNER XOSÉ TEIGA.

Idea: To publish a limited edition of a book that gathered different graphic and artistic works by the designer. To burn all the books except for 25 copies thus increasing its added value.

Process: To supply documentary evidence of the protesting action so it would be possible to create an audio-visual piece of work spreading information about the action taken. To send a burnt copy of the book to each institution that had not supported the project.

Result: To gain notoriety in the media, social networks, Schools of Design and Fine Arts, lectures and conferences...

WWW.AUSTERE.ME

