



metroarte cultural corporation
report

'07





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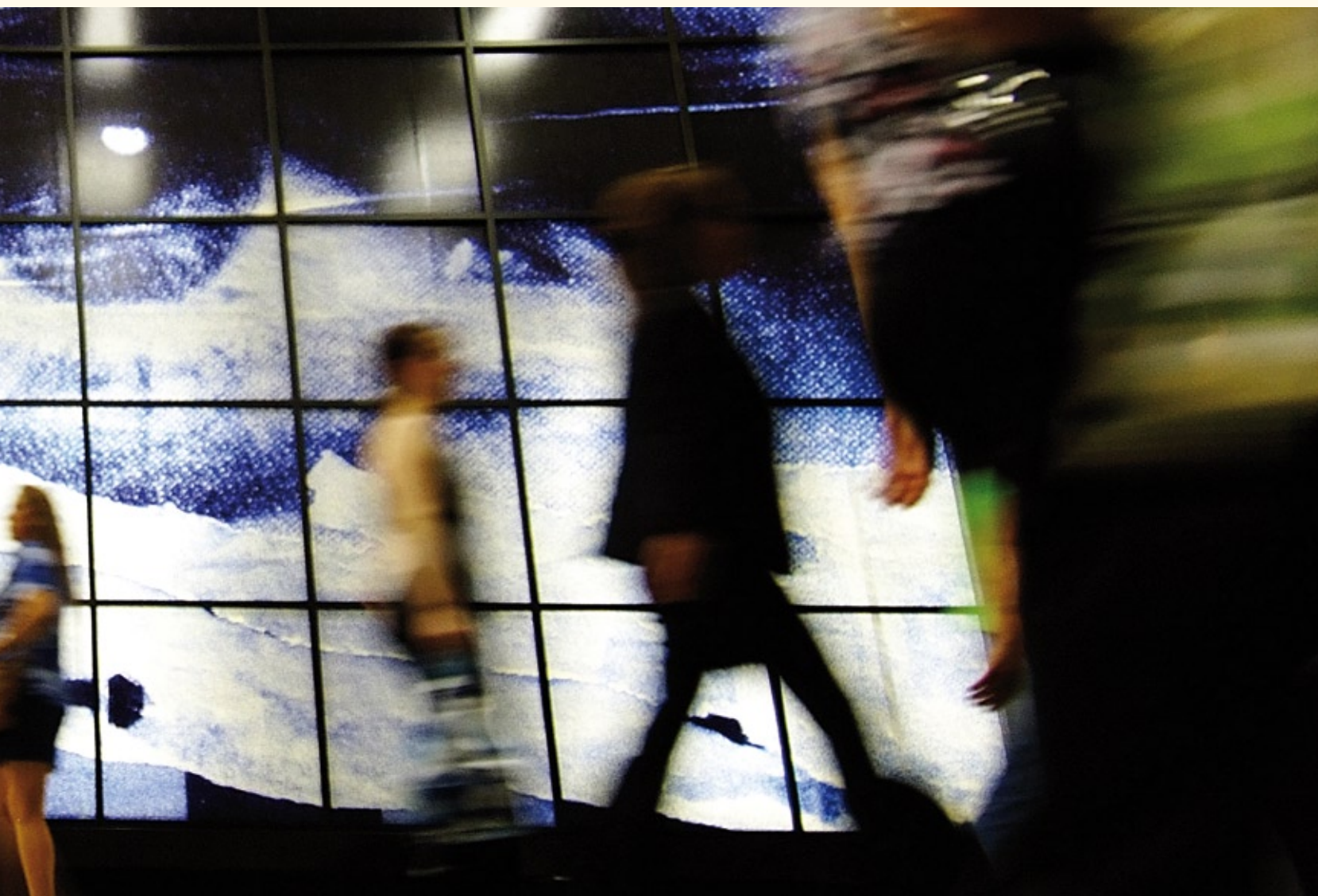
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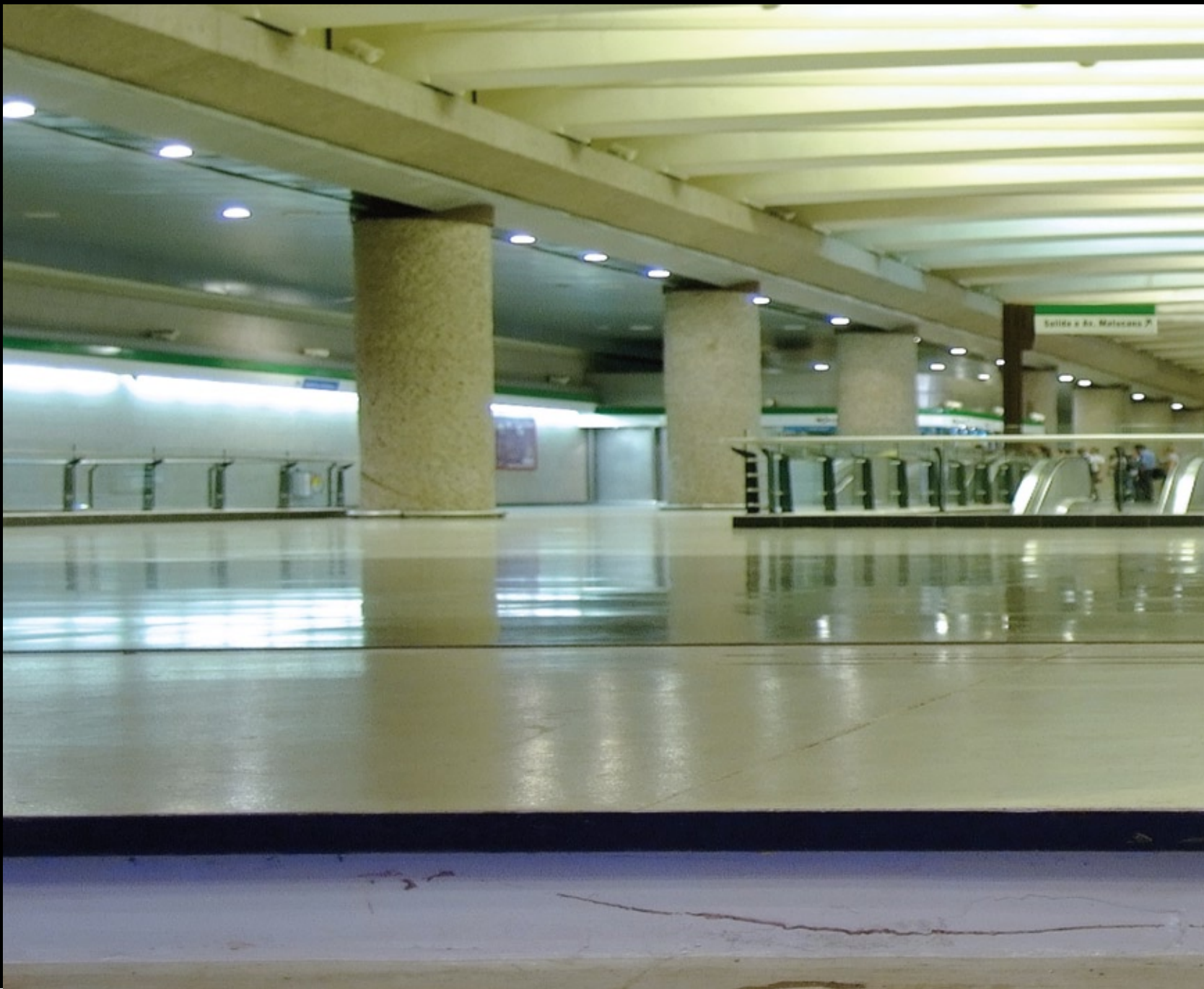
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• culture in the
metro today



Javier Pinto P.
Executive Director
MetroArte Cultural Corporation

"MetroArte Corporation adds value to the time of Metro users. A passenger travels and gets to a destination, but during this trip, a person may observe a mural, read a 100-word story on the platform or listen to a concert".



Culture is an integrated part of the Metro service. The different artistic dimensions that concur to trains, stations and their surroundings are a significant contribution to bringing culture closer to the people, making trips and stays in different stations more pleasant, and improving, in a nutshell, life quality for Santiago residents.

Since 1993, Metro de Santiago has been continuously holding different cultural activities. At the beginning, these were canalized through the Cultural Corporation of the Municipality of Providencia. Six years later, the company decides to form its own Cultural Corporation. Inspired in the experience of other metro services in the world, the organization began searching for ways to serve those millions of passengers who spend an average of almost 15 minutes per day in the Metro.

:_letter from the executive director



Metroarte Cultural Corporation started-up its activities with a broader cultural offer, structured on two pillars that have remained in time. On one hand, Public Art is promoted, that is, broad spectrum

«Only in 2007 almost one hundred cultural activities took place, with a direct contact of over four million people».

artistic and cultural manifestations, and on the other hand, Urban Culture, which integrates manifestations related to the city, base of our concern as a service.

Immersed in their trips routine, the offer of Metroarte Corporation is an opportunity to add value to the time our users spend in the Metro. Only during 2007, almost a hundred cultural activities were carried out, with a direct contact of over four million people, and an estimated indirect contact of eight million people.

Metro's cultural range comprises Metroarte -permanent public art in stations-, transitory exhibitions, dance, theatre, music, films, literature, history, besides keeping connections with other external cultural institutions that collaborate in the Cultural Windows and Showcases agreement. As a sponsoring resort, as a stage, as an art gallery or as an invitation to participate, Metro has incorporated all these disciplines in its spaces.



"Paisajes", by Rodolfo Opazo, in El Golf station

Toy exhibition on
the occasion of
Children's Day



A passenger travels and reaches his/her destination. However, in this trip, this person may observe a miniature recreation of the Founding of Santiago, read a 100-word story while on the platform, listen to a concert, find out about a Chilean film or admire an impressive mural by plastic artist Mario Toral.

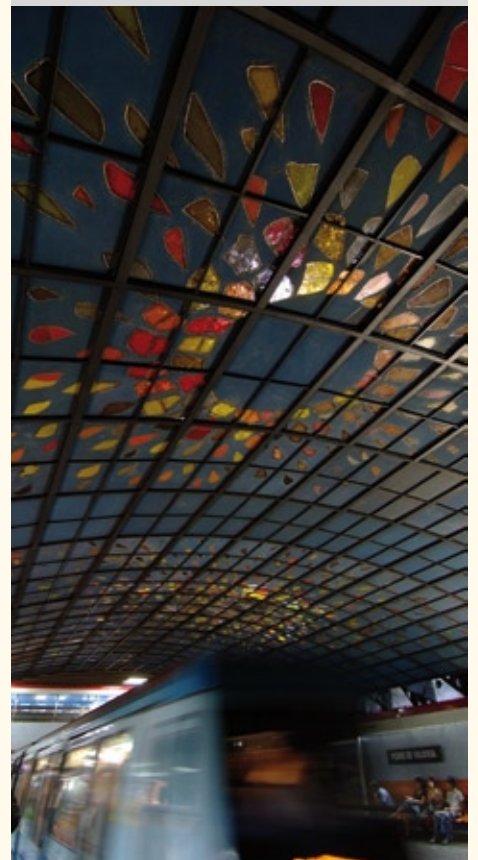
All these activities are a call for reflection, an invitation to look at the city with different eyes - to rediscover it-, they are a way to awaken each passenger's imagination. Engineering determines the safety and efficiency of trips, culture tinges them with humanity. For this, cultural management is also one of the foundations of Metro de Santiago.

A handwritten signature in white ink, reading "Javier Pinto P.", is positioned above a stylized white line graphic that resembles a signature or a decorative element.

Javier Pinto P.

Executive Director
MetroArte Cultural Corporation

"El cielo", by Juan
Santiago Tapia, in
Pedro de Valdivia
station





Quinta Normal Station
Line 5

Culture in Metro is the ensemble of all forms of
life and expressions of our society.

The starting point of culture in the Metro was Metroarte, a project that provides large spaces for plastic artists in Metro. Already 23 works of art - monumental and from different plastic disciplines- occupy spaces in corridors and service accesses, and have become milestones of public art in the capital.

«Metro has become a sort of public museum that is discovered day to day».

Pablo Rivera, Enrique Zamudio, Guillermo Muñoz Vera, Samy Benmayor, Francisco Smythe, Matías Pinto DiÁguar and Rodolfo Opazo are some of the artists who flooded the

metropolitan train network with colors, materials and shapes, turning Metro into a sort of public museum that is discovered when using this means of transport.

:_metroarte



Sculptural copper mural, by Elisa Aguirre Robertson, in Plaza de Armas station

“Esculturas del Cosmos”, by Livio Scamperle, in Bellas Artes station



This project consists of bringing the public library where the public is. This year, some 160 thousand books were lent for free to the 35 thousand active registered users in the Bibliometro system. 2007 favourite authors? From Danielle Steel to Roberto Bolaño, including historians Gabriel Salazar and Julio Pinto. In total, Bibliometro has 3 thousand titles and 30 thousand copies, which include novels, biographies, essays, poetry, comics, and self-help books, among others.

Inaugurated in 1996 -in a joint work of Metro and Dibam (Direction of Libraries, Archives and Museums)-and with almost 2 million loans, this experience has even been exported to metros in other parts of the world, proving its effectiveness when it comes to promoting reading.

:_bibliometro



Bibliometro, in Vespucio Norte station.

«Best sellers, stories by Bolaño and history books are amongst the most demanded of 2007».



Today, there are ten Bibliometros throughout the Metro network, apart from the Bibliotren, located in the National Library: Baquedano L5, Los Héroes L2, San Pablo, Cal y Canto, Ciudad del Niño, Bellavista de La Florida, Plaza de Armas, Puente Alto and Tobalaba. The last premise to be incorporated was the one in Vespucio Norte, inaugurated on December 2007. The latter stands up for its spaciousness - its 40 m2 double the size of its predecessors- and modern facilities, which offer an even more comfortable place to surf the Internet, thanks to Dibam's Biblioredes Program.

:_santiago in
100 words



«After receiving
50 thousand
stories,
Santiago in
100 Words
is a citizen
participation
phenomenon».

literary contest carried out in Chile. To prove it, more than 50 thousand stories participated in the 2007 version, coming from different corners in Chile, but also from Germany, Australia, Slovakia, Brazil, Canada, the United States, Nicaragua, Italy and Mexico, amongst others. To the diversity of origins of the competing works, we must add the age of the participants which range between extremes: in the 2007 version, there were more than 100 contestants between the ages of 5 and 9; while three of them were over 95 years old.

Born in 2001, Santiago in 100 Words is today the most massive

In contrast with the 2,400 participants of its first version, the seventh edition of Santiago in 100 Words, reflects the way this initiative has developed in time, becoming one of the most important phenomena of citizen participation in Chilean literature, thus consolidating the microstory genre.

This singular competition -organized by Metro de Santiago, minera Escondida and Plagio- was conceived as a way for common people to take part in public spaces with brief texts about life in the city today. Characters' portraits, situation descriptions or glances of the city's spaces are the ingredients of these tales, the best of which are included in three books and are exhibited inside the Metro wagons and stations, as well as in the Library of Santiago.

The seventh version of the competition, under the motto "A city that writes itself", had renowned national writers among its judges, such as Alejandro Zambra, Alejandra Costamagna and Roberto Fuentes, who awarded the story entitled "La mujer que saluda", by Elisa de Padua, with the first place.



Cristián Warnken with one of the winners of the contest's seventh version.



The physical use of the stations for cultural activities is now an everyday fact in the Metro network. Since the early 90s, when more than one thousand people filled up the Cal y Canto station to attend pianist Roberto Bravo's concert, stations are natural stages for live events.

In this sense, there is no doubt that the free performance of W.A. Mozart's opera, "The Marriage of Figaro", in Quinta Normal station, in June 2006, constitutes a milestone. More than a thousand people attended the event that was carried out with the support of Universidad Catolica's Music Institute. Universidad Catolica de Valparaiso's Chamber Orchestra and 16 lyric singers brought this musical expression - traditionally linked to the elite - to a massive audience, who enjoyed an unforgettable evening.

:_ Cultural appropriation of the metro space

"The Marriage of Figaro", in Quinta Normal station



Two-hand Graffiti project





Christmas Concert,
USACH's Orchestra
and Choir



Simultaneous chess
tournament

During 2007, Metro users witnessed and participated in film shows and musical clinics. The fourth version of simultaneous chess, which gathered 500 chess players in 15 stations, or the performance of a folkloric ballet in Baquedano station, proved that Metro has grown to become a cultural space, counting with almost one hundred stations as possible stages.

In January, for instance, the two-hand Graffiti project was carried out, involving the community close to San Pablo and Neptuno stations, in the Lo Prado district; Franklin, in the Santiago district; and Bellavista de La Florida and Vicente Valdes, in the La Florida district. Graffiti artists squads were invited to hold workshops with children and teenagers at schools in the respective districts. Afterwards, they synthesized their contribution in graffiti outside the stations, thus achieving one of the corporation's goals: to bond with the surroundings of the Metro.

«Metro grew to become a cultural space by counting with almost 100 stations as possible stages».



The “2411 leguas - PEQUEÑA Santiago/GIGANTE Reykjavik” exhibit, presented in October and November in the Bellas Artes gallery, located in the station with the same name, had a massive attendance. This exhibit compiled 150 photographs reviewing the performance of Royal Deluxe theatre company in their play “El Rinoceronte Escondido” and “La Saga del Gigante” in Santiago and Reykjavik, Iceland, in 2007. Photographer Cristian Barahona, complemented the display with showings of audiovisual records of the commotion and attention caused by the path of the giant characters through both cities.

As usual, this year the Christmas Concert also took place, performed by U.S.A.C.H.’s Classical Orchestra and Choir. In this opportunity, the program included A. Vivaldi’s “Gloria”, classical Christmas pieces by Louis Armstrong, and closed with G. Haendel’s Messiah’s “Alleluia”



“2411 leguas
-PEQUEÑA Santiago/
GIGANTE Reykjavik”
exhibit in Bellas Artes
station



Metroarte Corporation also carried out social campaigns. One of them was the book collection campaign “Mi libro, tu libro”, through which Metro users donated along the network’s 92 stations, more than 40 thousand books, destined to Public Hospitals libraries in the Metropolitan Region.

On the other hand, Metro and Protectora de la Infancia collected toys and gifts for a month through their Christmas campaign. They were donated to children and teenagers from low income areas.



“Mi libro, tu libro” campaign



However, maybe the most important event in 2007 was “Un Metro bajo el Mar”. This free-access multimedia production counted with a 22-metre replica of a blue whale, inside of which there was a room for 25 people, equipped with a plasma screen and speakers. Interesting alternative for children and adults, this exhibit invited to go deep in the aquatic world that once covered Santiago’s basin. “Un Metro bajo el Mar” was set in the Baquedano station Cultural multi-room and it hosted more than 30 thousand visitors during February, when it was open to public.



“Un Metro bajo el mar” multimedia production, in Baquedano station

:_ the chilean culture window

Metro's promotion of different cultural activities through sponsorship is currently the pillar of various artistic disciplines. Chilean films, for example, count with this support and in 2007, close to ten productions had a visible publicity presence in different stations. The same happens in the case of art exhibits, film festivals and musical encounters.

Millions of people find out about cultural events in the Metro, particularly through the Metroinforma boards. This was confirmed through a survey at the end of 2007: nine out of ten people perceive Metro as a good information channel to communicate cultural and recreational activities. Metro was also mentioned as the country's most active company when it comes to cultural activities.



Audience awaiting the Testimonial Theatre in Quinta Normal station



Testimonial Theatre:
four plays with casts
from peripheral
districts of Santiago
performed for a week



“El Puente”, by Osvaldo
Peña, in Baquedano
station



:_ history at the metro

Vivian Lavín with actor and theatre director
Nissim Sharim in one of the gatherings



The deepest reflection about history or literature has consolidated its space in Metro. Discussions with historians, plastic artists, writers and actors - who count with a radio program to multiply its scope - have reached hundreds of people.

Warm and entertaining, these gatherings will be published in a book in 2008, and will keep looking for ways to spread them and make them known to Metro users.

These Literary Gatherings take place every month in the Pablo Neruda room in Quinta Normal station, and some of its guests have been Volodia Teitelboim, Jorge Edwards, Gabriel Salazar, Alfredo Jocelyn-Holt, Claudio Di Girólamo, Alberto Fuguet, amongst others.

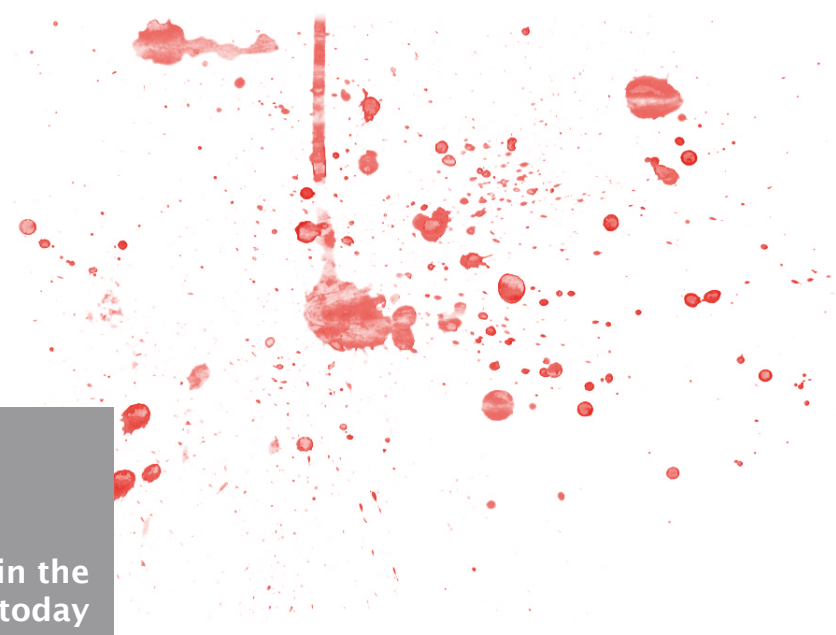




“Chile hoy”, by Guillermo Muñoz Vera, in La Moneda station



“Arbolario”, by Eliana Simonetti, in Bellas Artes station



:_ culture in the metro today

With double the users after the implementation of Transantiago, Metro took a new role in culture: to be the support and link of the identity of the city of Santiago, this fragmentary identity, which spreads through districts with different realities. Without a single entity to group them, Metro is the closest to a common denominator.

This is a challenge and a responsibility, therefore, Metroarte Cultural Corporation worked hard throughout 2007 to canalize its work, focusing specially in the reception of cultural messages. Policies for 2008, will seek to reinforce and multiply the cultural offer that has been developed and spread until now, aiming at providing a complete service to passengers and residents of Santiago.



Lyric Gala in Baquedano station



“Clásicos del cine” exhibit, in Pablo Neruda room, Quinta Normal station



"Declaración de Amor", by Samy Benmayor, in Baquedano station





:_coordination

commercial and customer
service management
metro de santiago

:_design and production

naranjo branddesign
alvaro ubeda

:_photography

thomas wedderville

:_printing

gráfica escorpio