



**GOLDEN RED**  
Project by Alejandra Corral (Kuska)





## 1. Goal

**Golden Red** is a research project on the use of art as an instrument for social transformation.

The idea is to boost a concept in disuse, **COMPASSION**, through meditation and action. **COMPASSION** understood in the broadest sense (towards others, towards oneself, towards animals, nature, etc ...).

The goal is that the participation in this project promotes the positive assimilation of this concept of **COMPASSION** and therefore contributes to the improvement of the society in which we live.

Likewise, the collective participation in **Golden Red** aims to help the development of individual creativity of the participants. This development will provide them with tools to cope with their daily life in a more creative way and perhaps will contribute to that they can find original solutions to problems where previously their stereotyped view would not let them see a way out

**If we knew the last reason of things, we would even have compassion of the stars – Graham Greene.**

**COMPASSION** is defined as a feeling of uneasiness produced by the fact of seeing someone suffer and that thrusts you to relieve or to mend their pain or affliction.

It is considered a virtue. However, it is not a unalterable trait. **COMPASSION** is actually a faculty, a faculty that you can acquire if you lack of it, or that you can improve if you already have it.

It's something you feel towards others but also towards yourself.

**Compassion is one of the most beautiful faculties of the human soul – Séneca.**

The monotheistic religions of Semitic origin (Judaism, Islam and Christianity) have given much value to the divine compassion or mercy. For the Murcian Sufi Ibn 'Arabi (d. 1240 d. C), the real name of God is ra.hmân, the Merciful. For Christianity, 2016 is the year of Mercy.

But nowadays, do we know what **COMPASSION** really means and implies? Do we practice it enough, if anything? I think today more than ever it is necessary for us to refresh this concept, that we research and meditate about it.

Plastically, **Golden Red** is a tangible and emotional network built collectively by the individual contributions of circles and ovals of different sizes and colors, plastified and banned together by rings. Each figure will have been produced by a different person and represents their commitment to this network of collective **COMPASSION**.

But **Golden Red** is above all a human network created for and during the execution of this project and that includes both the participants in it, as well as the whole network of volunteers, companies, foundations and institutions that will make it possible and united by **COMPASSION**.

Why has the circle been chosen as the main figure of the Artwork?

**Golden Red** is constructed as a safety net based on COMPASSION and inside which all those who want or need it, can be sheltered.

Since ancient times, the circle has been linked to “protection” and has been used in rituals of various kinds with this function: magic circles, rings of power, royal crowns or belts that make us invisible.

According to Carl Jung, to symbolize a figure that protects something or someone, we draw a circle with a dot in its center, “which represents the individuality, the self, the soul.”

Innumerable dances in the world are held in a circle as a symbol of twinning, community protection and as a search for transcendence through group action and universal brotherhood.

**Golden Red** is a network of compassionate brotherhood, carried out by a group by means of joining a multitude of protective circles.

All these figures will be located around a larger circle made by Alejandra Corral (Kuska) in which is represented a stork, the Roman symbol of mercy and compassion.

Likewise, and to help experimenting with this concept, participants will be suggested to accomplish during the process of participation in Golden Red an act of compassion in their environment. And only if they wish, to tell us which was their experience.

This suggestion is a call to action.

COMPASSION implies the urge to relieve, remedy or avoid pain or suffering of others. **Golden Red** aims to help turn the momentum into a specific action, into a real support.

Moreover and according to Buddhist philosophy, this real support would be represented by the color gold/yellow. Being the circle, as well, the symbol of gold in alchemy.

**Golden Red** is not just a symbolic network, it is also a network of actions and real support to everyone who is commiserated.

The stories of the acts of compassion received, will be published in a book, after a preselection. The book will be available online and can be purchased by anyone interested. Each story will be published together with the image of the circle/oval of the same authorship, as well as the full name of its author.

## **2. Who can participate?**

Anyone. No matter what their age is, their gender or condition. No matter the country they come from.

## **3. How to get participants involved in the creative process and facilitate their development in this field?**

Today most people still think that creativity is not accessible to all, but only to the chosen ones.

To enable the participation of the individual in the development of a major artwork and with a social cause that shakes you, through a simple and concise system, helps the involvement of the participant in the creative process and increases the curiosity for creativity: How far we can go if we create together? What will the dimensions of the network be thanks to the citizen participation? What will the esthetic result of such participation be like? What if I can change something in society through my participation, through art?

Further more, knowing the individual that his work will be included in a much larger whole, it reduces its possible sense of responsibility and increases its boldness in experimentation, which helps eliminate the fear of the "blank canvas" and therefore develops its creativity.

Since the work is designed so that the result is inevitably positive, regardless of the particular characteristics of each individual piece, once all the pieces are united in the huge network, none of the pieces will stand out for being bad, nor good. It is all in a whole that will be visually stunning.

Consequently, the participant will be pleased to have participated in the process and therefore their creative experience will serve as a positive precedent and encourage the development of future and larger creative experiences.

## **4. How will it be proceeded for the implementation of Golden Red?**

The announcement to participate will be hung on social networks.

Each person that requests to participate, will be sent the instructions of intervention (see Annex I).

Participants must intervene a circle/oval of paper.

Each gender of participants will be assigned a specific figure:

- Woman: circle
- Man: oval

And every age group of participants will be assigned specific colors.

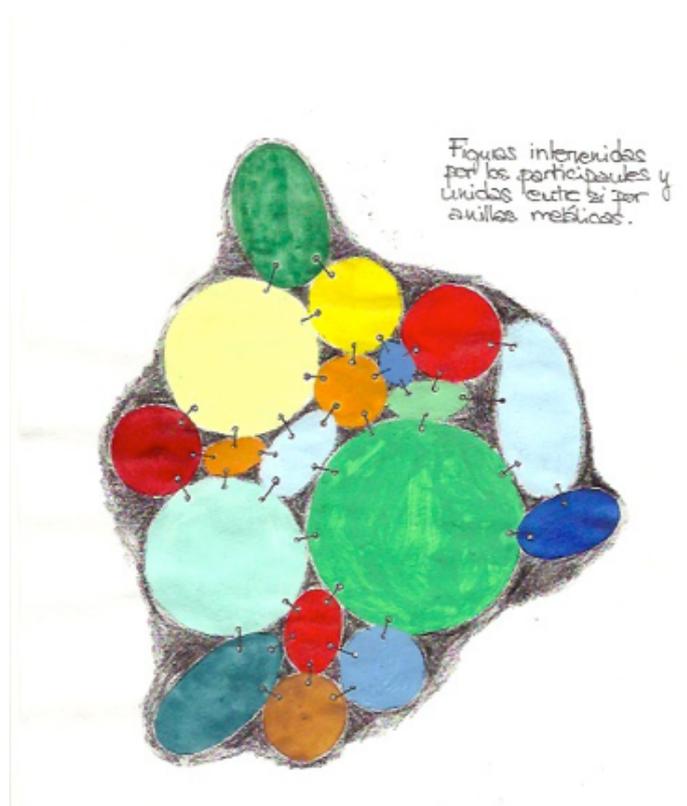
Buddhist philosophy has adopted COMPASSION as its own spiritual attitude and claims that it can be practiced through five colors:

- blue= we look at the other and we welcome him/her;
- yellow - gold = we offer practical support;
- red = to generate in the other a positive axis, helping him/her to build a better situation;
- green = to block negativity, interrupting it;
- white = to reveal the unlimited nature. What gives meaning to life is that we all walk towards the consciousness of the ultimate nature and live inseparable from it.

Starting from this baseline, we will establish the colors of **Golden Red**:

- Boy/girl under 18: blue (in any of its shades)
- Adults between 19 and 65 years old (included): red, orange, yellow, ocher or gold (in any of its shades)
- Adults over 65: green (in any of its shades)

As the finished pieces are received from the participants, they will be plastified and banded together to form an articulated network that can adapt to any exhibition area, since it will be modular.



Each piece will bear the name (no last name) of the participant written on its back and will be properly listed (including the picture).

Workshops:

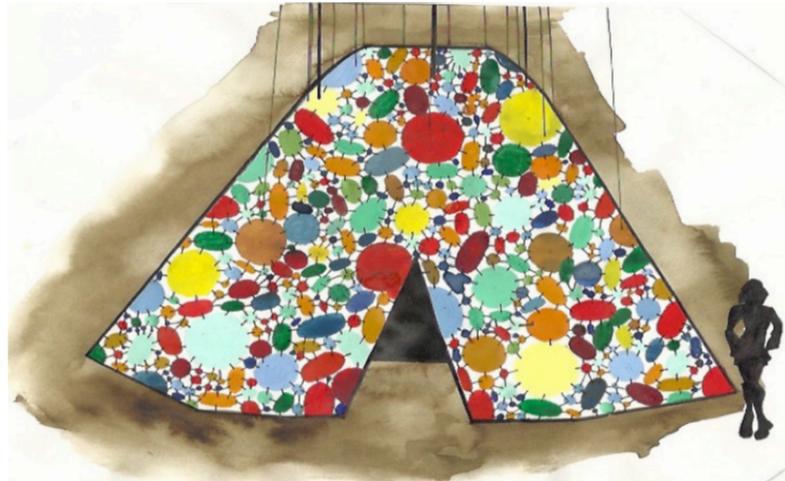
At the same time, workshops will be organized, where participants can make larger circles, but always following precisely the rules of the process described here above.

Equipment needed:

- Punching machine for grommets
- Biodegradable vacuum packaging (cellulose/maize paste/cereals)
- Rings
- Grommets

How will it be exhibited:

It will be hung from the ceiling by steel cables with an igloo or tepee shape. The shape in which the artwork will be exhibited will depend on the space in which the show takes place (ceiling height, room dimensions, etc ..) and on the dimensions it will acquire once it is finished (which depends on the final number of participants).



During the exhibition and provided the artwork acquires a sufficient dimension, visitors can get inside of it.

Together with the artwork will be displayed a registry of participants, which shall contain the following information concerning each participant: name/gender/year and place of birth/occupation.

## **Annex I:**

### **GOLDEN RED**

Project by Alejandra Corral (Kuska)

Madrid, April 22, 2016

Dear Participant,

Please find here-in enclosed the following:

- a stencil of a circle/oval, that serves as a starting point to create the piece with which you will participate in **Golden Red Project**,
- a participation file to fill in with your personal data, so that it can be included in a registry of participating persons,
- a document for the assignment of property rights concerning the finished piece, that I kindly request you to fill in and sign.

Please remember, that you can only participate in the project with a single piece (circle/oval).

The idea is to boost meditation on a concept, COMPASION (the feeling of restlessness produced by the fact of seeing someone suffering and that thrusts you to relieve or mend their pain or sorrow), understood in its broadest sense. This way we will promote its implementation and thus improve the society in which we live.

First, we request from you that you cut out a circle/oval following the stencils here-in attached. You can pick any of the sizes proposed and you can use any kind of paper, but please proceed as indicated:

- If you are a woman: cut out a circle
- If you are a man: cut out an oval

Second, you have to intervene (with drawing, words, collage, paint, needlework, die cut...) the chosen shape (circle/oval) in order for it to have mainly the next colours:

- If you are a boy, or a girl, under 18: blue (in any of its shades)
- If you are an adult between 19 and 65 years old (included): red, orange, yellow, ocher or/and gold (in any of its shades)
- If you are over 65: green (in any of its shades)

And last, but not least, we recomend that during the participation process in **Golden Red** you accomplish un act of compassion (towards you, towards your neighbour, your brother, a stranger, un animal, nature....you choose) and if you want you can tell us about it in writing.

The story must not exceed 700 words and should be sent by email or by post, stating clearly your name, surname, gender, year and place of birth and your occupation. This way it will be easier for us to identify you and thereby we will be able to link your text to the piece with which you have participated.

Of all the stories received a selection will be published online, along with the piece that corresponds to each of them and with the full name of its author. This publication will have a digital book format and anyone who is interested will be able to purchase it.

When you are done, please forward to me the finished piece, the participation file and the document of assignment of property rights, dully filled.

The information on the progress of the project will be currently updated on Black Tears Facebook and Twitter's web page.

The deadline for the delivery of the finished pieces is July 22nd, 2017.

The pieces that do not comply with the conditions set out in this document, will NOT be included in Golden Red's artwork. However, all the rest, WILL be included. No matter with what technique or skill they have been produced, as long as they have complied with the provisions above.

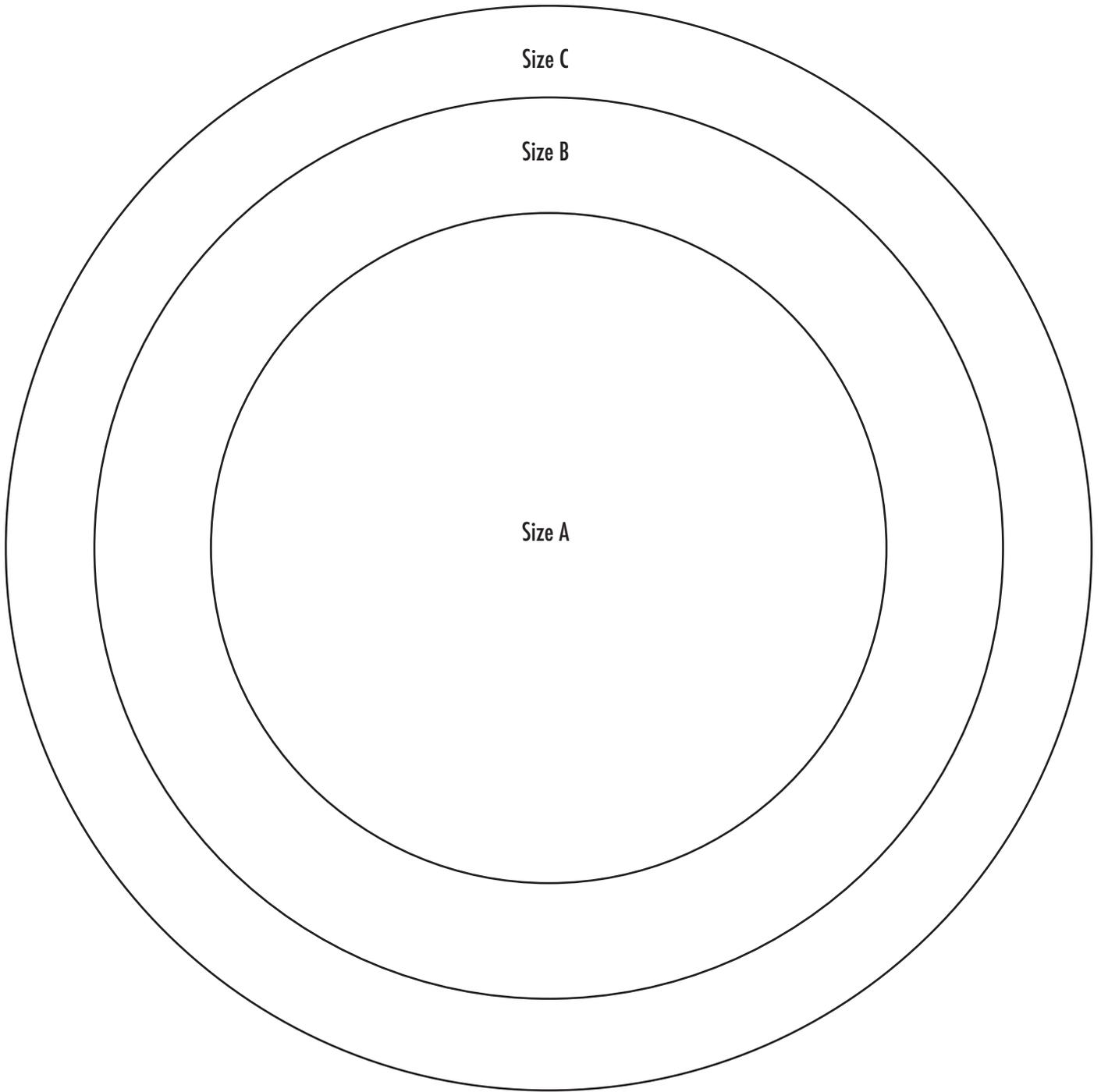
If you have any questions or you need more information, please do not hesitate to contact me.

If you have friends that would like to participate in this adventure, encourage them to do so. They just have to follow these instructions and send us their finished piece. All participations are welcomed, the more the better will be the outcome!

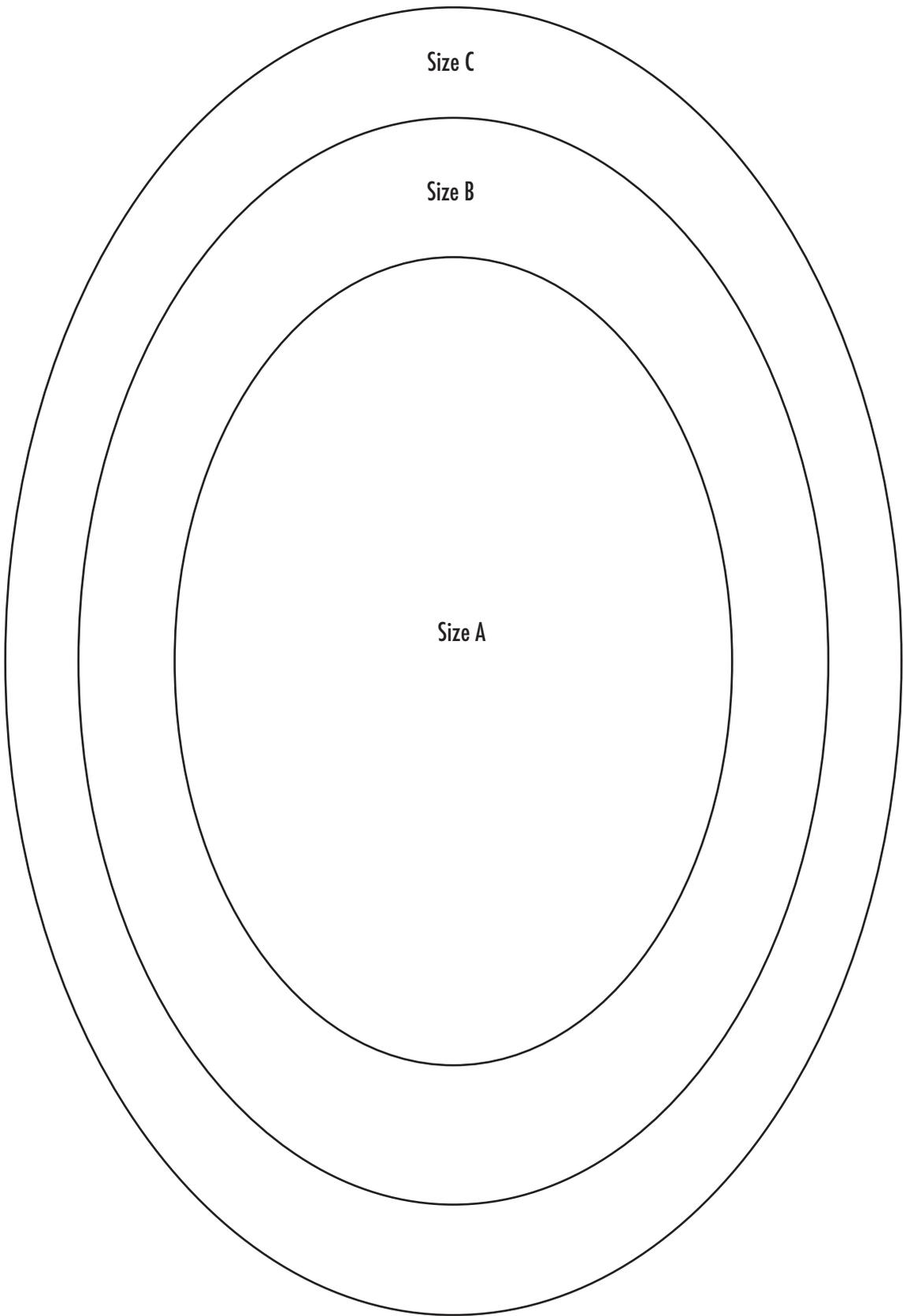
All my best and thank you so much for participating!

**Alejandra Corral (Kuska)**  
**Asociación Arte y Concienciación Social**  
**C/ Maldonado 22, 4º Izq.,**  
**Madrid 28006, España**  
**blacktearsproject@gmail.com**  
**<http://www.arteyconcienciacionsocial.com>**  
**<https://www.facebook.com/blacktearsproject>**  
**<https://twitter.com/Blacktears100>**

Circle's Stencil  
Choose 1 among the 3 sizes



Oval's Stencil  
Choose 1 among the 2 sizes:



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**Document of assignment of property rights concerning the "piece":**

I, Mr./Mrs \_\_\_\_\_ with  
Identity Card/Passeport number \_\_\_\_\_

assign to, Mrs. Alejandra Corral de la Serna, with Spanish Identity Card number 02544732-N (henceforth, the ARTIST), the property of the "piece" executed by me in paper and that I deliver at this moment, for its incorporation to the collective artwork **Golden Red**.

This assignment implies, likewise, the full assignment of the publishing and reproduction rights, for advertising or other type of campaigns, amongst others, decided by the ARTIST.

The only restrictions to the latter assignment are the ones established by the Spanish intellectual property law in force, concerning the moral authorship of the artwork, which requires at most to quote the name of the author of the finished canvas.

At \_\_\_\_\_, \_\_\_\_\_ de 201\_\_.

Firma: \_\_\_\_\_

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**Participation file:**

Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Gender: \_\_\_\_\_

Year of birth: \_\_\_\_\_

Place of birth (town and country): \_\_\_\_\_

Occupation: \_\_\_\_\_

