

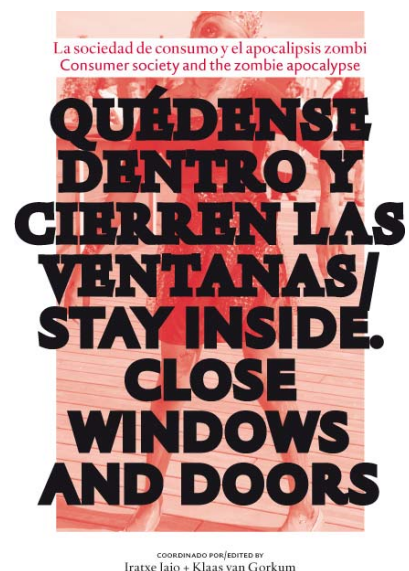
# consonni

## Stay inside. Close Windows and Doors.

Consumer society and the zombie apocalypse

Edited by Iratxe Jaio and Klaas van Gorkum

Publicated by consonni



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## Stay inside. Close Windows and Doors

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### Presentation

The book “**Quédense dentro y cierren las ventanas // Stay inside. Close windows and doors**” edited by the artists Iratxe Jaio and Klaas van Gorkum and published by consonni, is a collection of theoretical writings, quotes and memories related to the events that happened in such deceptively unremarkable places as Utrecht and Barakaldo, where hundreds of zombies took the street through an action created between the performance and street theatre.

It contains texts written by, among others, the cinema critic **Jordi Costa**, the philosopher **Jaime Cuenca Amigo**, the current director of The Showroom in London **Emily Pethick**, the current responsible for the art programme in Fundación Tapies (Barcelona) **Laurence Rassel**, and the inside cover comic drawn by **Maike Hartjes** between other contributions.

Come and join us staggering the harmed suburb and invade the shopping malls with a melancholic revolution without leaders, and sense of direction!

[www.consonni.org](http://www.consonni.org)

[www.parallelports.org](http://www.parallelports.org)

[www.zombies.parallelports.org](http://www.zombies.parallelports.org)

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## Contents of **STAY INSIDE. CLOSE WINDOWS AND DOORS** Consumer society and the zombie apocalypse

### Main texts:

The entire book is in English and Spanish. Five texts make up the skeleton of the book.

**“Stay indoors and shut your windows”** by artists Iratxe Jaio and Klaas van Gorkum.

In a critical recapitulation of their reasons for organising the Overvecht and Barakaldo zombie walks, the artists investigate the capacity of direct action to challenge the definition of a public space provided by the shopping centre. In this text, they trace, among other things, the historical links between a contemporary consumer society zombie and the Situationist flaneur who explores the city in an innovative and unpredictable fashion in order to provoke a new awareness of the urban landscape.

**“Round their tips, please”** by María Mur Dean, sociologist and directress of the art producer consonni.

The text talks about the particularities to a small artistic structure to invite artists to develop art projects and the realization of this project in the city of Barakaldo, joined to Iratxe Jaio and Klaas van Gorkum.

**“Consume without conscious: Anatomy of the zombie life”** by the philosopher Jaime Cuenca Amigo

The text desecrates the zombie anatomy, the metaphor as a consumer in six points, basing him on the Zombie Survival Guide and on the thoughts of Zygmunt Brauman about the consumerism. In a precise analogy shows the similitude between the reactions of a contemporary consumer and a zombie. The voracious consumerism, compulsive and inutile of fresh meat for the zombies is translated in a consumerism of persistent news motivated by the constant frustration that sustains the system. The missing of a conscience for a zombie is for a consumer an obligation interne at the consumerism. The un-dead as a social tissue you want to evade with the consumerism and the missing of communication between zombies too, can be seen in the single consumer in front to this consumerism object.

**“We are the dead men: a zombie as a mirror in movement”** by the movie critic Jordi Costa

The text is the route of the cinematographic genre to review the representation capacity of the metaphor with social dyes of the zombie figure. The politic metaphor begins to take reference since the movies of George Romero. It seems that in the first, *Night of the Living Dead* more for the perception of the movie than for the Romero intentions that however in *Dawn of the dead* does it intentionally as shows some images of the movie where one of the protagonist, looking out the zombies in a shopping center, says: “It’s the instinct that conduce them”

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## Descriptions and photographs

This publication involves destructured research, which is empirical and rather playful, and aims at interlocking the diversity of the possible paths of a phenomenon like the zombie.

This is why, apart from these five basic texts, fragments and photographs have been included in the publication. Interpolate the minuscule so that the "particular tiny moments" reveal "the total event". These descriptions in red and backwards are a virus which is eating up the rest of the main texts. The red starts to show up in an apparently accidental fashion at the beginning until, just like a pandemic, it devours the entire book leaving only backward text in red.

It is a book encompassing two superimposed readings in two different senses and includes different readings and contributions such as the comic strip printed inside the dust cover, by artist Maaïke Hartjes, which was published in the Dutch newspaper *nrc.next* on 23 April 2008 following the Utrecht zombie walk.

## Content of the descriptions and fragments:

- **Let the carnival start!** On the carnivalisation of activism, carnivalism.

- **Prowling around the suburbs**, a text written by Emily Pethick, currently director of the Showroom in London and former director of Casco Office for Art, Design and Theory of Utrecht.

-- **And if...** fragment of the Laurence Rassel's presentation at the Barakaldo Zombie convention. Rassel is a cyber feminist, then member of the Constant group and currently in charge of the projects of the Tapies Foundation (Barcelona).

- **Monroeville Mall**, on the film *Zombie* by George A Romero.

- **Pure motorised instincts**, transcription of the diatribe that an expert made on television on the occasion of the film *Dawn of Dead* (George A. Romero, 1978)

- **Between life and death**, a text written by Zaloa Zabala, organizer of the Zombie Walk through Barakaldo and then member of consonni.

- **Megapark Barakaldo**, on the change which occurred in a town exchanging an industry-based economy for one of the largest streets of hypermarkets in the north of Spain.

- **Overvecht shopping centre**, on a neighbourhood designed for an idyllic society which gradually degenerates with the passing of time due to an unfortunate planning of facilities, with the centre being a giant shopping mall.

- **You're being taken in**, words of the song by Eskorbuto.

- **I would love to turn you on**, text on zombies and free will.

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## Design:

The design of the book is realized by the Dutch designer Roger Teeuwen who already worked with Iratxe Jaio and Klaas van Gorkum for the communications of the zombiewalk in Utrecht, as it can be seen in the image.



Flyers and posters  
Overvecht zombie walk.

Roger Teeuwen is an independent Graphics designer based in Rotterdam, the Netherlands. In his work he plays additions and redefinitions simultaneously questioning and offering context to Readers and users. He teaches design and is head of the department Graphic Design at the Willen de Koning Academy and has worked for many cultural commissioners including artists Jeanne van Heeswijk, the International Architecture Biennale and the Piet Zwart Institute in Rotterdam. A selection of his work is published in Super Holland Design by Actar.

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In the publication, the five basic texts have been interspersed with descriptions and photographs. Interpolate the minuscule so that the “particular tiny moments” reveal “the total event”.

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## Photography:

During the two zombie walks, a Photo report had been realized by two different photographers:

This series of photos constituted the illustration part of the publication and they make possible the understanding of the process of the artistic project as the zombie walk, its atmosphere, and the special sense of created *dérive*.

### Photographer Overvecht: Martinique Potharst



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Photographers Barakaldo: Aiora Kintana and Stephanie Barth



## Publication characteristics:

Pages: 95

Price: €19 This price does not include sales tax or Shopping costs outside Spain

### Spanish distribution:

Belleza Infinita ([www.bellezainfinita.org](http://www.bellezainfinita.org)) in bookstores specialized in art and contemporary culture

SD Distribuciones ([www.sddistribuciones.com](http://www.sddistribuciones.com)) in bookstores specialized in comics and departments stores

### International distribution:

To be confirmed

Also for sale through [www.consonni.org](http://www.consonni.org)

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## Stay inside. Close windows and doors. Zombie walks:

A zombie walk is an event where the participants dressed as zombies wander for a route. A zombie walk it is a kind of "flashmob", an action in a public space which stops the conventional using of the space. The first zombie walk was done in Toronto with just six participants, since then, the phenomenon has been expanding for all over the world as a contagious plague. Inspired by the zombie movie (1978) of George Romero, the zombie walks are originated as chilling critics about the consumer society and role of the shopping centers the cities social lives.

Moreover, appealing to the French Situationist philosopher Guy Debord and his *dérive* to designate a walk without direction thus one can let you be tempted by impulses of the moment. Most of our cities are unpleasant because they ignore the emotional impact on the people and control the direction of these habitants through these designs.

Trying to review the way in which people understands the urban places and escape from their routines and daily routes, Debord uses the idea of *dérive* to urge people to follow their emotions and look at the urban conditions on a new way.

Taking the film *Dawn of the dead* (1978) of George Romero as reference, which takes place in a Shopping center, the artista Iratxe Jaio and Klass van Gorkum together with consonni, have developed a project which analyzes the consumer society and the role of the Shopping center in it. Through different actions in Barakaldo and Utrech, with the zombie thematic as leitmotif, they have developed a participative project during 2007 and 2008.

## Stay inside. Close windows and doors. Zombie Manifesto

The Zombie is kind of unglamorous, as far a character from cinema go. Bereft of consciousness, personality and ambition, the zombie is more if a tragic antihero; a repulsive parody on the ideal citizen, with no other conception to loved experience than the automatic repetitions of old socialization routines.

Yet in all its dogged determination to go after the living, one cannot help but feel sympathy for this marauding sleepwalker. Considering we live in a society where the meaning of "leefbaar" is an elusive as quicksilver, it's not difficult to see the undead as a reincarnation of the old court jester, albeit in gory state of decay, holding up a mirror to our sense of humanity and citizenship.

How empowering it must feel, therefore, to walk in its shoes. To reject all meaning and purpose of life, to stop running and start lurching, moaning and gesticulating clumsily. To stumble through the comatose suburbs and haunt its shopping malls, embracing the consumerist promise of individual liberation. If you have ever pinched yourself to see if you would wake up from this mundane dream called life, know then that you are not alone! Join us in a melancholic revolution without leaders, and sense of direction. Join us, on Saturday the 14th of June, as we take to the streets of Barakaldo, and walk towards a new dawn.



## Stay inside. Close all doors and windows Zombie walk in Barakaldo:

Seminar zombie, Barakaldo, December 2007

Produced by consonni

Organized a zombie seminar in the culture house Clara Campoamor of Barakaldo which be used as starting point and theory framework for the project of Iratxe Jaio and Klaas van Gorkum joined with consonni. It customized a seminar room to adopt a set television aspect devastated by a zombie attack (In tribute to the movie *Dawn of the dead* of Romero). The idea was that the "expert meeting" seems to be transmitted by the television simulating movies terrors science fiction scenes, stressing the importance of the media of communication in the values and realities transmission... Participated the philosopher Jaime Cuenca Amigo, the movie critic Jordi Costa, the cyber feminist, member of the collective Constant and actual responsible of the program of the Tapies Foundation Laurence Rassel and R.P. Sephiroth and Gorka Arranz organizers of the Madrid Zombie Walk.





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Barakaldo zombies walk, June 2008  
Produced by Consonni

Had been developed, into the culture house Campoamor, a set where makeup and customize every people who wanted to participate in the project in a moment of collective zombification. More than 200 people participated, wandered and slobbered on the rhythm to the Marmara Jazz Band, in the Megapark shopping complex. With these 137.000 m<sup>2</sup> of shopping superficies, the Meqapark is actually the bigger shopping complex of the north of Spain.



*¿No es lo que hacemos nosotros? ¿Fingir que vivimos?*  
*Land of the Dead (2005) de George A. Romero*

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## Blijf binnen. Sluit Ramen en Deuren. Marcha zombi en Utrecht

Producido por In Overvecht Kunst Werk Plek (Gemeente Utrecht) y CASCO-Office for Art, Design and Theory

Meeting of Rebelact, Utrecht, February 2008:

Rebelact is a clown group of Amsterdam which concentrates the art, the humour, the activism and the media of communication. It introduced the "frivolity tactic" as a strategy which joined the activism with the humour and a party, proclaiming the *canivalization* of the diary life.

Overvecht zombie walk (Utrecht), April 2008:

The zombie walk of Iratxe Jaio and Klaas van Gorkum for the Overvecht suburb is the crowning moment of the art program *In Overvecht* in which five collectives of artists lived and worked during four months in an apartment of building with 10 floors before it is demolished as a result of the new urban plan of the Overvecht suburb in the Dutch city of Utrecht. The suburb had been built with an idealist aim to create nice model of community and coexistence. A model failed, between diverse reasons for the missing of the existence of the small shops and establishments that serve precisely to strengthen this community and their needs met. A suburb is away from the Utrecht downtown and knows an important reception of immigrants and social changes. A suburb appropriated for the analysis of a large shopping superficies. This part of the project, in charge by *In Overvecht* with the collaboration of the art center Casco Project which assumes it into an important project that was been just developed with the artist Ricardo Basbaum.



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## Iratxe Jaio y Klaas Van Gorkum

Recently awarded by the Gure Artea Prize 2008, the artists Iratxe Jaio (Markina-Xemein, Bizkaia, 1976) and Klaas Van Gorkum (Delft, the Netherlands, 1975) work in Vitoria-Gasteiz and Rotterdam. They have been working as a team since 2001 and were resident artists in 2006 in IASPIS (Stockholm, Sweden), in 2005, in Bilbao Arte (Bilbao) and, in 2006, obtained a grant for creation in Montehermoso (Vitoria-Gasteiz) with the culmination of their major work of research/reflection "*Meanwhile, in the living room...*" in which the living room is a visualisation, a manifestation of social status or a stage for human interaction as the private dominium where you take shelter from the public sphere which enters through the television screen.

In the past year they have taken part in diverse collective exhibitions in Istanbul (Turkey), Amsterdam, Utrecht and Rotterdam (Holland), Seoul (South Korea), Belgrade (Serbia and Montenegro) and also in Artium Centre-Museum of Contemporary Art in Vitoria-Gasteiz and in "Gure Artea 2006" Koldo Mitxelena Kulturunea, Donostia-San Sebastian (Gipuzkoa).

Jaio and Van Gorkum's work is usually a reflection on different realities. They developed "*Marea*" (Tide), a documentary on the sinking of the Prestige as a social phenomenon which could be seen at the last edition of the International Documentary Film Festival, Zinebi. Their work focuses on the gathering on audiovisual media of testimony that narrates realities which are often conflicting or alterations of daily living. "*OpTV*", a programme of video and events created for Transvaal, a district of the Hague undergoing urban renewal and "*Monitoring the Dordtselaan for Maximum Peace of Mind*", a video with observations made from the window of their house in Dordtselaan street, declared a risk zone by Rotterdam City Council. Videos on video surveillance in Utrecht and video creations in Ireland on questions of identity in Belfast, etc. Their work develops an analysis of micro realities affected by local policies with global trends.

Further information at [www.parallelports.org](http://www.parallelports.org)

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Located in Bilbao, consonni is a non-profit-making organisation that is involved in the production of artistic projects. Since 1997, consonni has been inviting artists to develop projects that do not take on the shape of an object of art displayed in a given space. They avail of the tools (a television programme, a fashion parade, an auction of typefaces, etc.) of the different areas afforded by contemporary living (fashion, music, identity, urban memory, media, etc.) to subvert, criticise or simply reflect on the society of which we are part. It is less visible as art, but is seen by a greater and more diverse public. Silent and invisible, consonni chooses camouflage as a means of action and production strategy focussing on what is immaterial.

consonni has produced over twenty artistic production that have been displayed at exhibitions, fairs or artistic events in over fifteen different countries. Worthy of mention are the video "*Tetsuo Bound to Fail*" (1998) by Sergio Prego, the television contest "*El Gran Trueque*" (the Great Swap) (2000) by Mathieu Laurette, "*The international auction of the Euskara Basque typeface*" (2001) by Hinrich Sachs, the video filmed using hidden cameras in the Guggenheim Museum Bilbao, "*Little Frank and his carp*" (2001) by Andrea Fraser, "*Begoña*" the musical metamorphosis (2003) by Begoña Muñoz, the workshop/parade/fashion auction "*Segunda Mano, Bilbao Solo*" (Second-hand, Only Bilbao) (2004) by the Andrea Crews group; the trip into the world of the mountains by Ibon Aranberri which gave rise to the film "*Exercises in the north side*" which was presented at Documenta07 and guided tours of the disused Artxanda funfair "*The rides are back*" (2007) by Saioa Olmo.

Further information at [www.consonni.org](http://www.consonni.org)