

Searching for a cultural experience

Can a work of art somehow help us find a way to discover who we really are, existentially and culturally?

Is referential art—the type of art initiated by a tribute, a homage, appropriationism—the prevailing model in the current art practice?

Can culture cure some of the evils of society?

If a work of art is sensationalist and entertaining, does it become debased?

Taking these four far-reaching unanswered questions as a departure point, I present this simple installation that you yourself generate. It is inspired on the parascientific world of alternative medicine, via chromotherapy, and focuses its attention on the act of searching.

Hand torches with Google corporate colours account for my New Age celebration ritual, which pays homage to Internet search engines, the contemporary *e-illustrators*.

Wikipedia defines **blue** as the colour in which we find relax; blue helps us clear up and calm our minds.

Red helps us overcome negative thoughts. It stimulates and warms the body and increases our sense of stamina.

Yellow helps improving concentration and reflexes.

In **green** we find joy, tranquillity, trust and hope. It helps creating harmony and balance, and contributes to emotional stability.

Searching for a cultural experience materializes a meta-artistic work that is pure entertainment and in which expectations regarding what we are going to find are solved by the text you are now reading.

The intention is to generate nothing more than a suggestive work of art mainly focused on encouraging a consciousness state that leads us to a personal signification and outlines the blurred limits of the work of art, as well as proposing an approximation to what a cultural experience represents.

Clearly, this work of art does not answer specific searches nor the questions drawn up in the beginning, but unveils a *megamix* of correspondences between colour, body and mind that, well mixed, may favour an approach to understanding those questions.