

## **ALL YOU NEED IS ECUADOR?**

by maría belén moncayo

“All you need is Ecuador” is the slogan currently used by the ecuadorian government to support its international tourism promotion campaign that takes the same name. It has been made from The Beatles song "All you need is love ". This spot was shown during halftime at the Super Bowl last season, in certain states of the United States. Both, the campaign and the spot exhibitions have meant to Ecuador millions of dollars, the results have not yet been verified as positive.

Considering all the social problems Ecuador is facing day by day, this curatorship intended a question in order to challenge the slogan of this project ,done by the current regime. Can we say that public policy in this country responds to a real notion of love and well being? Through these works, poetically made by taking into account the social issues of this country in the half the world, we could be able see “the other colors of the horse”.

Ecuador is governed by a system that promotes a XXI century ´s socialist system The real life is completely different. The nation at all is a capitalist system, uses as “national currency” US dollar, its external debt to China and the World Bank is enormous. Circumstances which adversely affect the environment, life and rights of women, accentuates migration problems, political demagogue discourses proliferates, the differences between socio-economic classes and discrimination has not been exceeded.

This group of videoart pieces reflect these themes with strong dose of creativity, irreverence and commitment:

**Sujetoacambio, “La torera” (de la serie Prácticas Suicidas)**  
**(The bullfighter), 4’(2009), Quito.**



Ecuador is a place where bullfighting still are legal and practiced. This video merges into a single metaphor the difficulties of being a woman in public space with environmental pollution caused by vehicle traffic and becomes a "taurine" in a city like Quito, where there are still some groups who celebrate these animal abuses, inherited from spanish colonialists processes.

<https://www.youtube.com/watch?v=4bF9i-D2FoU>

**Manuel Kingman, “Espacio contratado” (Paid political programming), 7’44’’, (2009), Quito.**



Videoperformance of the artist as "candidate for political elections". We can see him climbed on a pedestal in the public space, his gestures make him appear like Jesus Christ, meanwhile a radio broadcasts jingles of serveral political movement of the moment; all have the same speech. All sound like the same Messiah.

<http://archivo.aanmecuador.com/titulos/?id=1097>

**Fabiano Kueva, “Filanbanco”, 1’12’’ (2010), Quito.**



A record that captures the ruins of that famous Quito’s building known as *La Licuadora* (the blender), where it was for many years one of those huge banks that defrauded customers: Filanbanco. Later the building became a place of squatters; nowadays it’s restored and has become the Ministry of Tourism of Ecuador.

<http://archivo.aanmecuador.com/titulos/?id=1006>

**María Teresa Ponce, “Yariwangy”, 6’40’ (2004), Quito and USA.**



Ecuador 's economic crisis of the nineties forced hundreds of thousands of ecuadorians to emigrate to, USA, Spain and other European countries. Nowadays it’s not different. The new generations immigrants children are forced by their parents to cross the border into the US, during the trip most

of them die, commit suicide or get mistreated. These are the testimonies of those who remain in the country and those who left it many years ago and maybe will never again be back.

<http://archivo.aanmecuador.com/titulos/?id=1135>

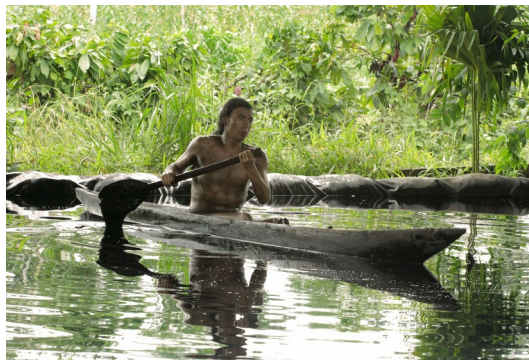
**Patricio Ponce, “Transacción” (Transaction), 11’44’’ (2008),**  
Quito.



Sitting at the outside garden of House of Ecuadorian Culture, which is curiously located at *Av. Patria*, (nation) and its neighbors across the street are McDonalds and KFC, the artist intervenes with irreverent drawings US dollar bills, in all the existing denominations. US dollars, the currency of a country in which the actual government sings all the year the same old song of sovereignty.

<http://archivo.aanmecuador.com/artistas/?id=384>

**Falco, “Laguna negra” (Black lake), 6’45’’ (2010),** Quito.



Videoperformance that deals about the artist's body rowing in a lake at the Amazonia where oil spills frequently due to the negligent exploitation done by the oil companies there.

<http://archivo.aanmecuador.com/titulos/?id=1019>

**Colectivo CAJA 4, “Cuadrado negro” (Black square), 3’31” (2008), Guayaquil.**



Black or african ethnicity in Ecuador is, undoubtedly, the most discriminated. This piece in black and white is a flashmob where many black people are grouped in public space to value the color of their skin as a politic action of claim about their rights in the society.

<http://archivo.aanmecuador.com/artistas/?id=262>

**Karina Skvirsky, “Tacos” (de la serie Ruta del sol) (Heels), 4’53” (2012), New York.**

QuickTime™ and a  
decompressor  
are needed to see this picture.

The stereotype of latinamerican women, exuberant and looking like *Barbie*, is being advertised on all devices that sell products and services. This objectification of women is intensified in areas that promoted the *Ruta del Sol* (Road of the sun), in the ecuadorian coast, where women actually are trying to emulate this paradigm, the most of them does not dress comfortably to be in the beach; for example, they wear heels (tacos) to walk in the sand at he same time they carry on the beach toys, food, kids, husband, etc.

[http://www.karinas.net/la\\_ruta/tacos.html](http://www.karinas.net/la_ruta/tacos.html)

The curatorship could be presented in one program, in DVD format, which bring together all the videos, one after the other. The total duration is 46'50".

\* The cities wrote after the years are those in wich the artists live.