

TEMPORARY EXHIBITION

Videogames. The two sides of the screen

Madrid, Spain



Fundación Telefónica has presented its interactive exhibition “Videogames. The two sides of the screen”, a space designed and developed entirely by ACCIONA Producciones y Diseño (APD). The exhibition was on display from 25 September 2019 to 12 January 2020 in the Foundation’s building in Madrid.

The narration on which the visit is based outlines the relationship between the physical and the virtual worlds distinguishing between two spheres: inside and outside the screen. Through a space composed of transparent materials and mirrors reflecting the virtual world, eight videogames and an interactive installation, the exhibition makes fully analyses the progress of the videogame industry and its impact on culture and society. This idea is also complemented during the visit with various sociological investigations.

The contents displayed focus on the creative process of videogames, as well as on their development through the creation of scenes and characters, expressing the progress in technical quality of this type of productions. Through experiences such as Create your avatar, which explores the influence of stereotypes on discriminatory behaviour, or Perfect Woman, which invites visitors to reflect on the role of women in today’s society, APD uses its advanced technical and graphical solutions to create an infinite, deconstructed, dreamlike space in harmony with the philosophy of the exhibition.

Date:
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Client:
Fundación Telefónica

Services:
Design and project management
of project implementation phase

