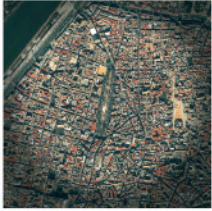


proyecto / project

el Gran Pollo de la Alameda



de / by > calc + consejo de redacción del Gran Pollo de la Alameda

tiempo / time > 2005 - 2006

campo / field > art, communication, activism, design

dirección / address > <http://www.elgranpollodelaalameda.net/>

> La Alameda de Hercules, Seville

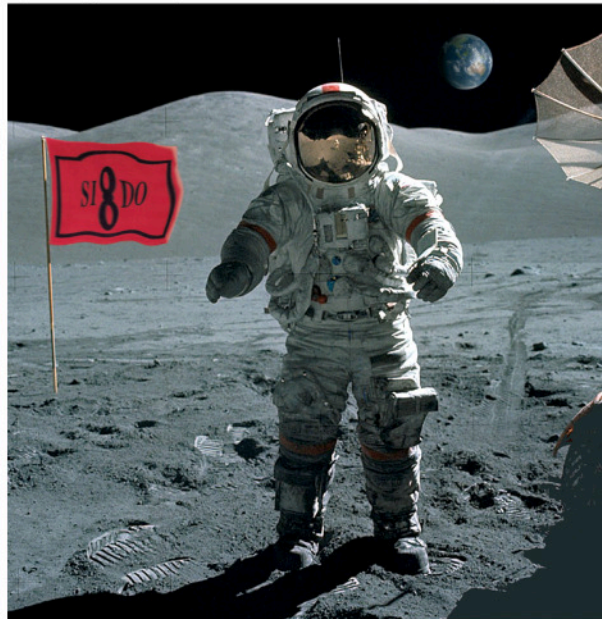
como nació, creció y se resiste a ser comido
EL GRAN POLLO DE LA ALAMEDA
una docena de años de lucha social en el barrio de la Alameda, Sevilla

title, subtitle (how it was born, resisted from being eaten - THE BIG CHICKEN OF LA ALAMEDA - a dozen of years of social fight in the neighbourhood of the Alameda, Seville)

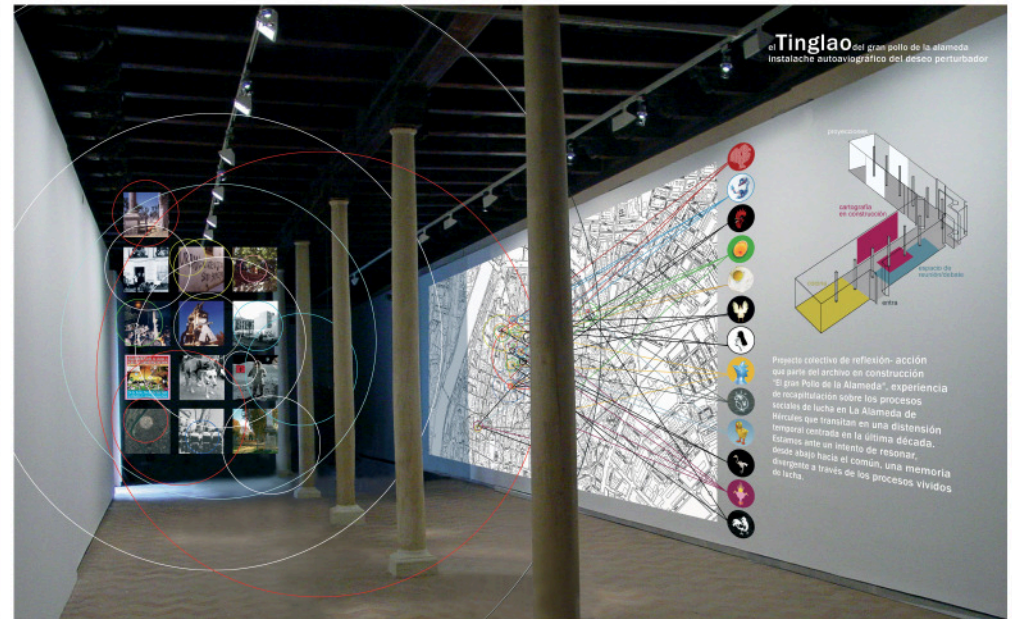
vista / glance



the "eggs" - 13 icons, representing the 13 chapters of the book



one of the chapters cover ('NO8DO' is seville's official Logo..)



simulation of the installation for the invitation for the show 'El Tinglao' en el 'CAS'

resumen / brief description >



for this book of 424 pages, or manual as some call it, we did in very close collaboration with Santi Barber - ambulanciografica (who initiated the whole..) the layout, and with him and Pamela Campagna (L-able) all the graphics. *El Gran Pollo de la Alameda* documents 12 years of resistance of very different people and their actions around a legendary square (La Alameda) in Seville. it reflects in hundreds of texts, and with more than 1500 images and illustrations, the opposition to the violence of real estate speculations, the arrogance and ignorance of local politicians and how these actions were successful or failed, parallel to the presentation of the book we collaborated in the concept and realisation of an participative exhibition (*el Tinglao del gran Pollo de la Alameda*) in the *Centre of arts of Seville* (CAS) where we mounted a 8 x 4 m map of Alamedas neighbourhood to inform and to let visitors inform this map with the contents of the book and other informations. download the whole book (in spanish only) from the www.adress above.

en colaboración con / in collaboration with > ambulanciografica, L-able