

White website – first phase

The website layout/logic departs from the idea of ‘blowing up’ Jakub’s boxes (which represent how stigma isolates and attempts to hide what is considered deviant in relation to the normative moral codes) through a swarming process (remember the video of the dragon disintegrating and forming the swarm with its pieces).

So the website continues referring to the exhibition in a different (MACRO) level.

_How are we going to do this?

1) Swarming the pieces, we have:

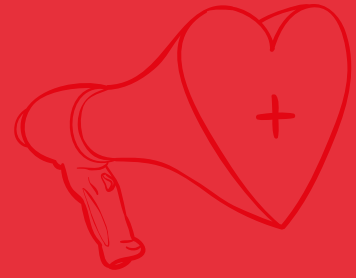
- a. an open box, which results in six different surfaces;
- b. Brad’s ‘logo-poem’ with six words;
- c. six symbols that code for something (more explanation later). They will be the first ‘genes’ that

will make up the swarm.

- d. Six artists/projects/works to start
- e. EC method to conceive of the swarm

2) The menu will be displayed as this ‘open box’ with six different links (words – symbol – artist/work):

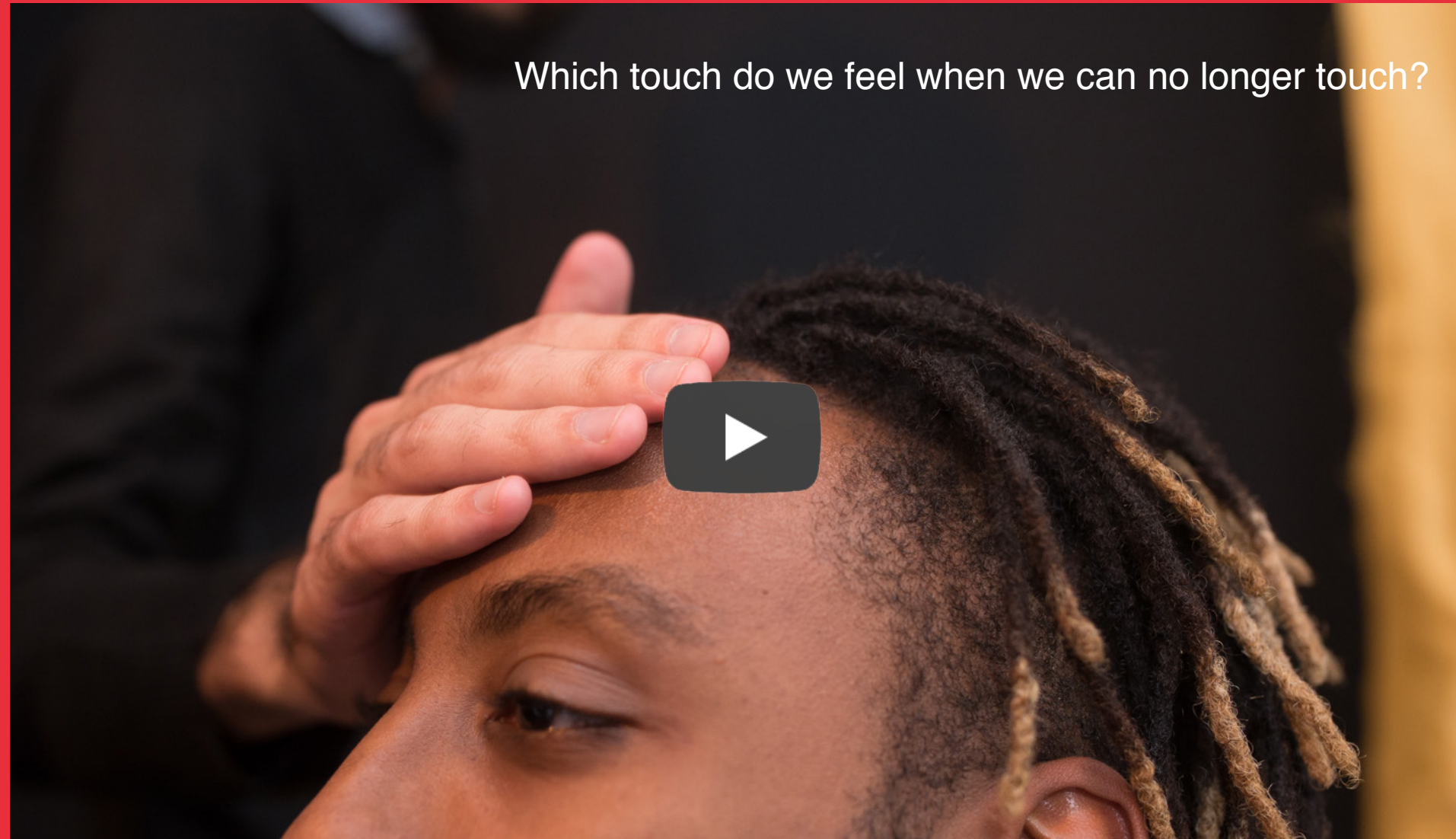
- Born – spaceship – Every Where Alien (Brad)
- Blood – Hummingbird – Alberto/Please Touch Me
- Stigma – Luv Heart – ‘about the project’
- Free – Leaves – Eric Rhein
- Human – ankh cross? – ANKH Association
- Fluid – Fireflies – Luciernagas



Luv 'til it hurts

THIS IS THE HOME
WITH 'OPEN BOX' MENU

THE POEM APPEARS WHEN
ROLLING OVER THE BUTTONS



LUV 'TIL IT HURTS IS A WORKING GROUP OF HIV POSITIVE AND NEGATIVE (NEUTRAL) ARTISTS AND ACTIVISTS WORKING ON A RANGE OF HIV-RELATED STIGMAS DIFFERENTIATED BY GEOGRAPHY, RACE, GENDER, AGE, CLASS AND LIVED EXPERIENCE.

WORKING TOGETHER WITH **ANKH ASSOCIATION** AND BRAZILIAN ARTIST **ALBERTO PEREIRA JR.**, WE IMAGINE FASTER RESOURCES FOR HIV-RELATED CULTURAL ACTIVISM AS WELL AS ACKNOWLEDGE THE ROLE OF THE ARTIST IN THE SOCIAL MOVEMENT SURROUNDING HIV/AIDS.



landing on website:



'hidden' menu to:

ABOUT

THE CLUSTERS

_LUV - STIGMA

_EVERY WHERE ALIEN - BORN

_ HUMMINGBIRDS - BLOOD

_LUCIÉRNAGAS - FLUID

_ANKH - HUMAN

_LEAVES - FREE

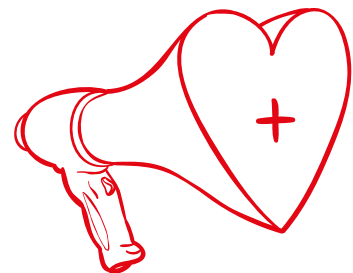
BIOGRAMS

SEARCH Q

**link to pop-up window with
description about Luv 'til it
hurts:**

Luv 'til it Hurts began as a two-year, uncharted project about HIV and Stigma. An odyssey, of sorts. Yet, a limited set of questions. A discussion that grew into a team. Its next-life is aligned with our urgency to keep talking...

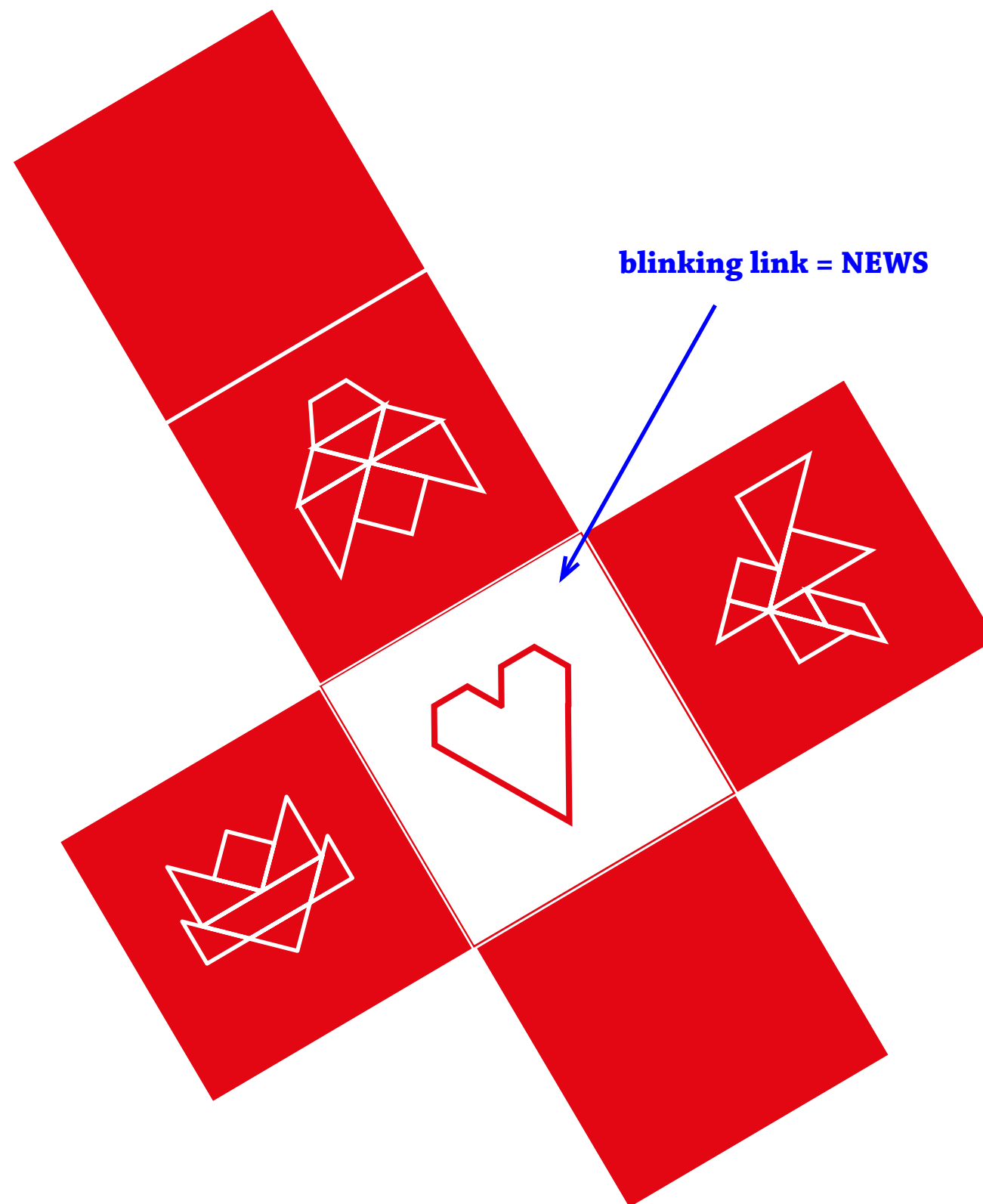
An artist led project on HIV & Stigma



Luv 'til it hurts

**THIS IS THE HOME
WITH 'OPEN BOX' MENU**

**THE POEM APPEARS WHEN
ROLLING OVER THE BUTTONS**



blinking link = NEWS



'hidden' menu to:

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BIOGRAMS

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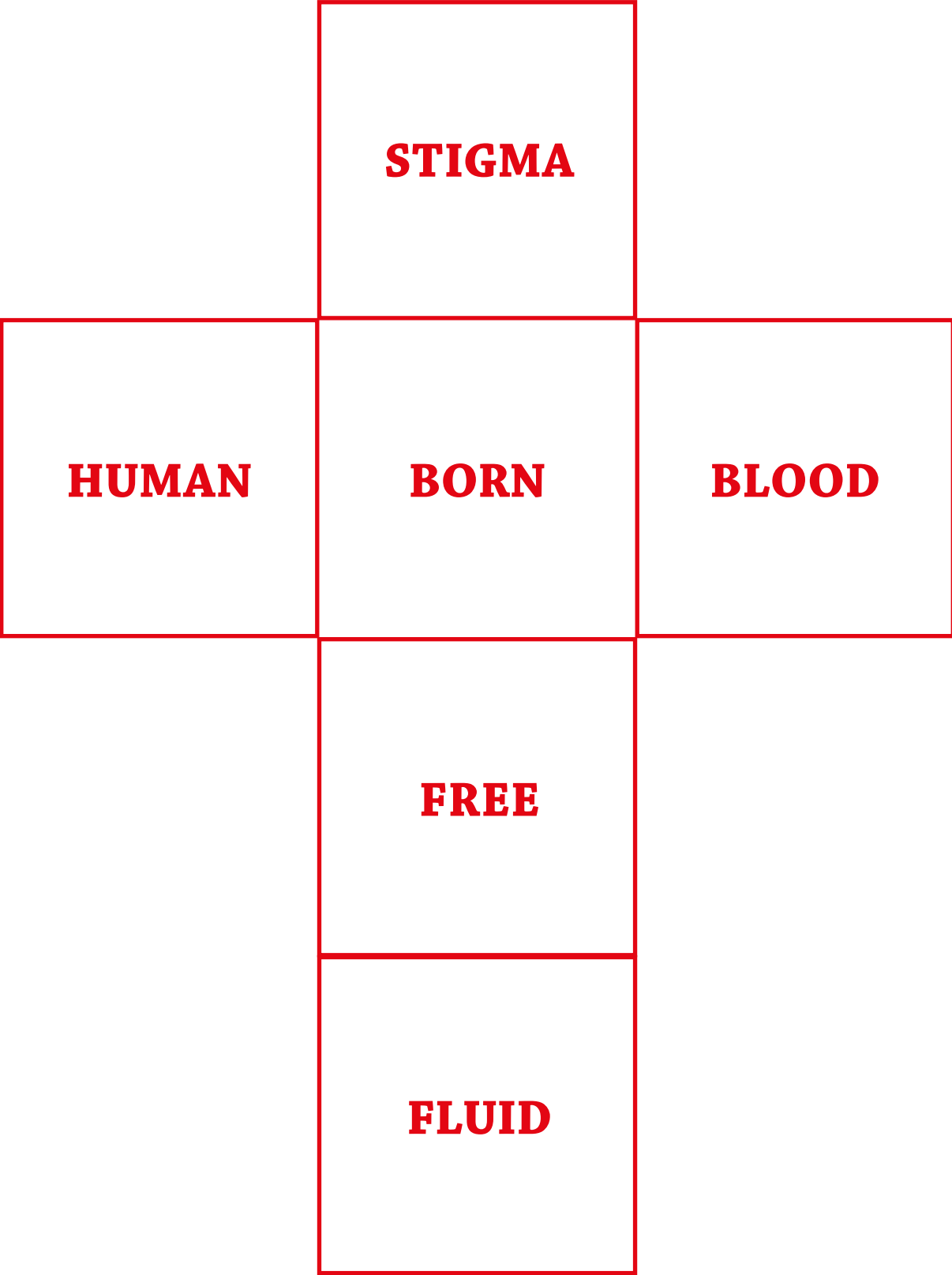
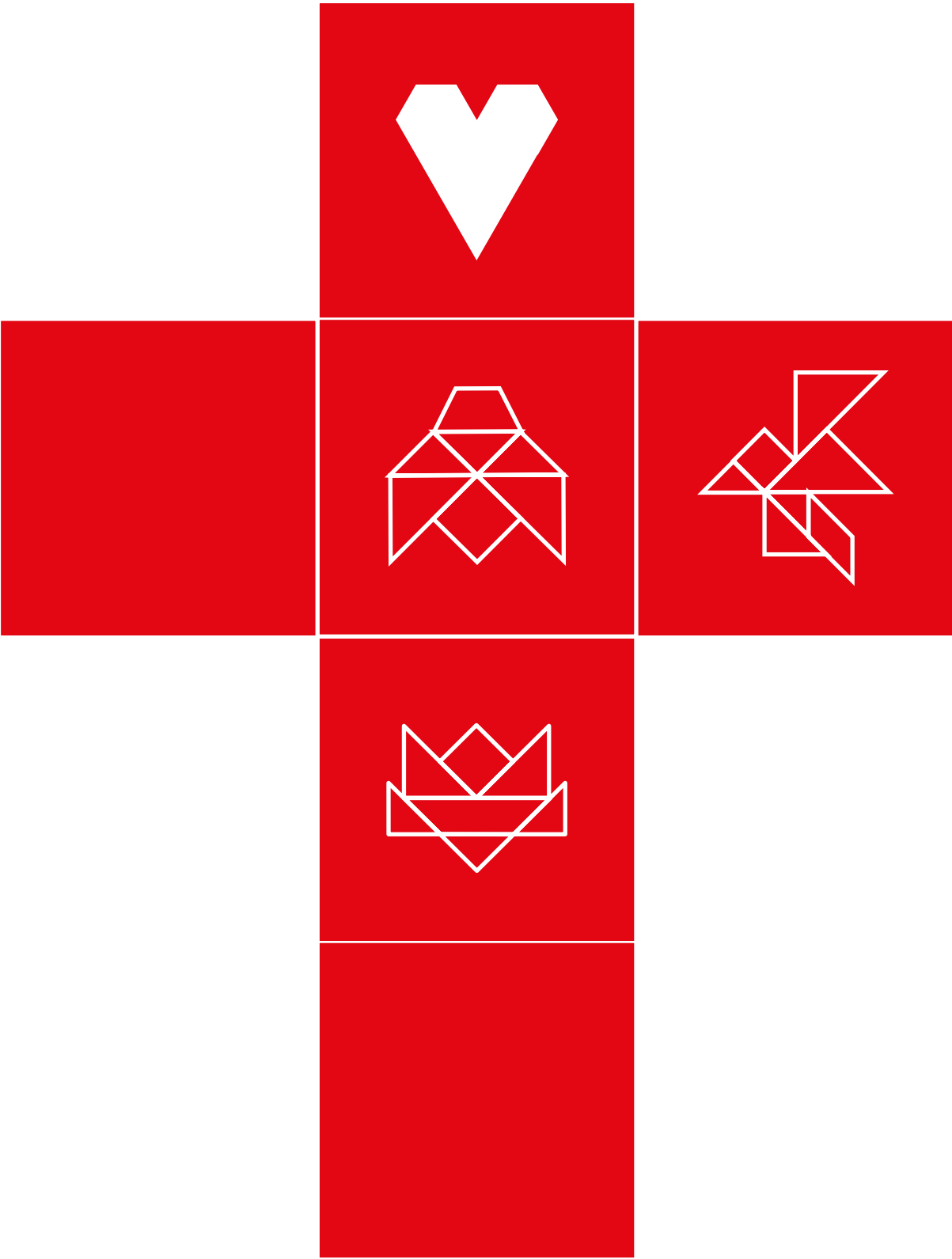
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An artist led project on HIV & Stigma

ABOUT THE SYMBOLS

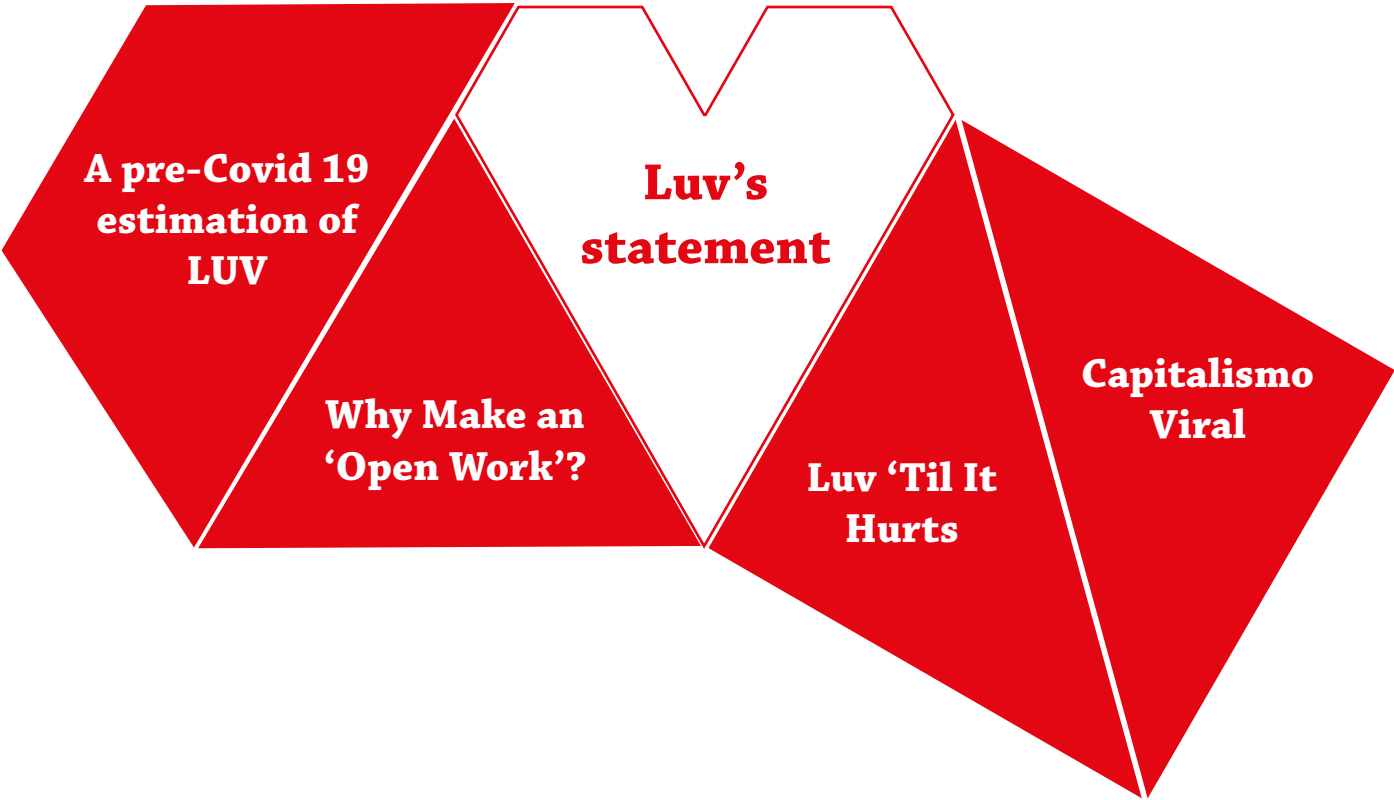
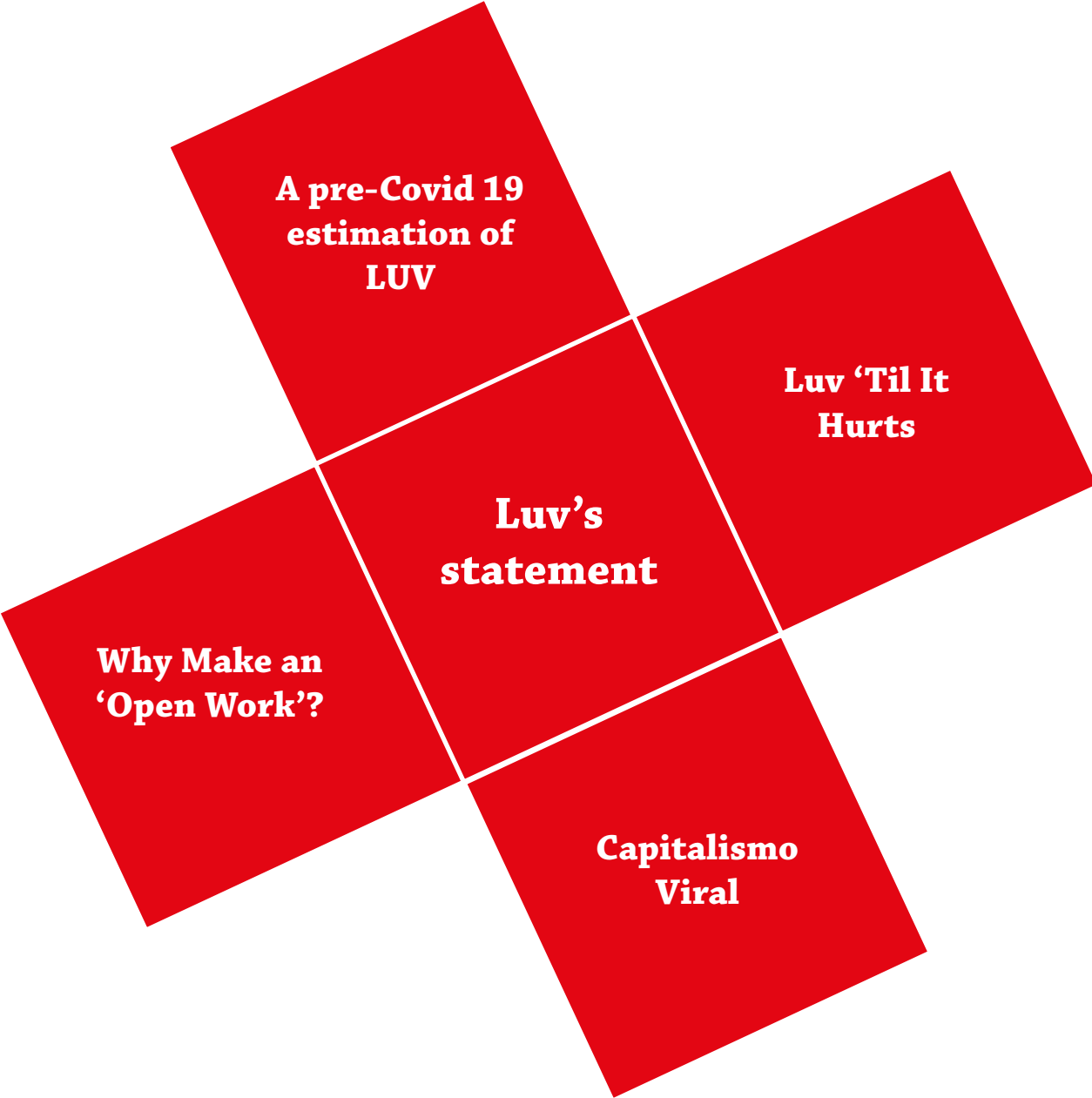
Each symbol occupies a side of the box and is made up with this square surface, that is, the symbols are sort of ‘cut out’ from one side of the box. This is symbolically how we blow up the stigma box. It also means that they all share the same origins and can be transformed /morphed into each other.

I departed from a tangram square, but it can be made without these specific proportions, but making all of them with the same parts would reinforces the concept that they are all the same thing.



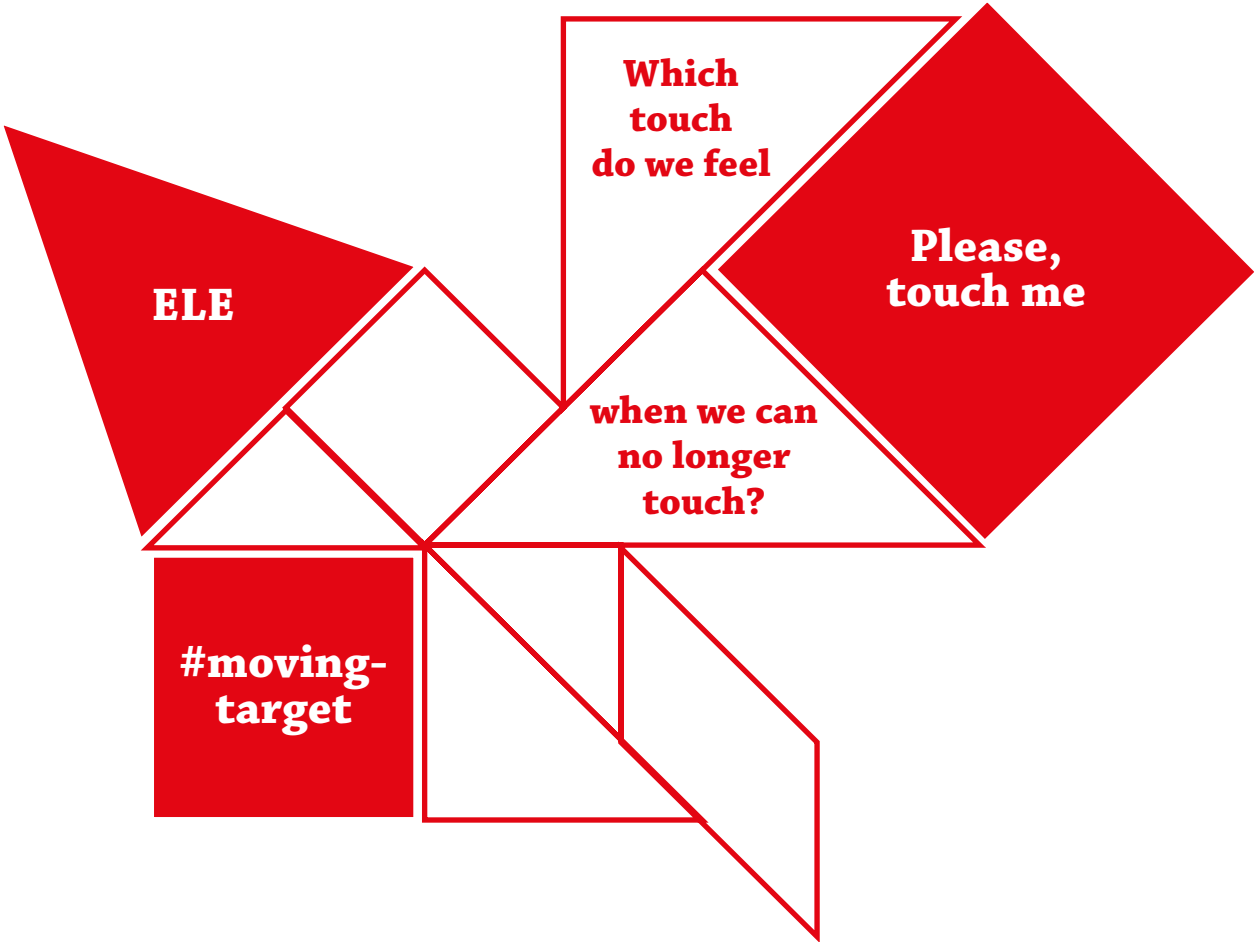
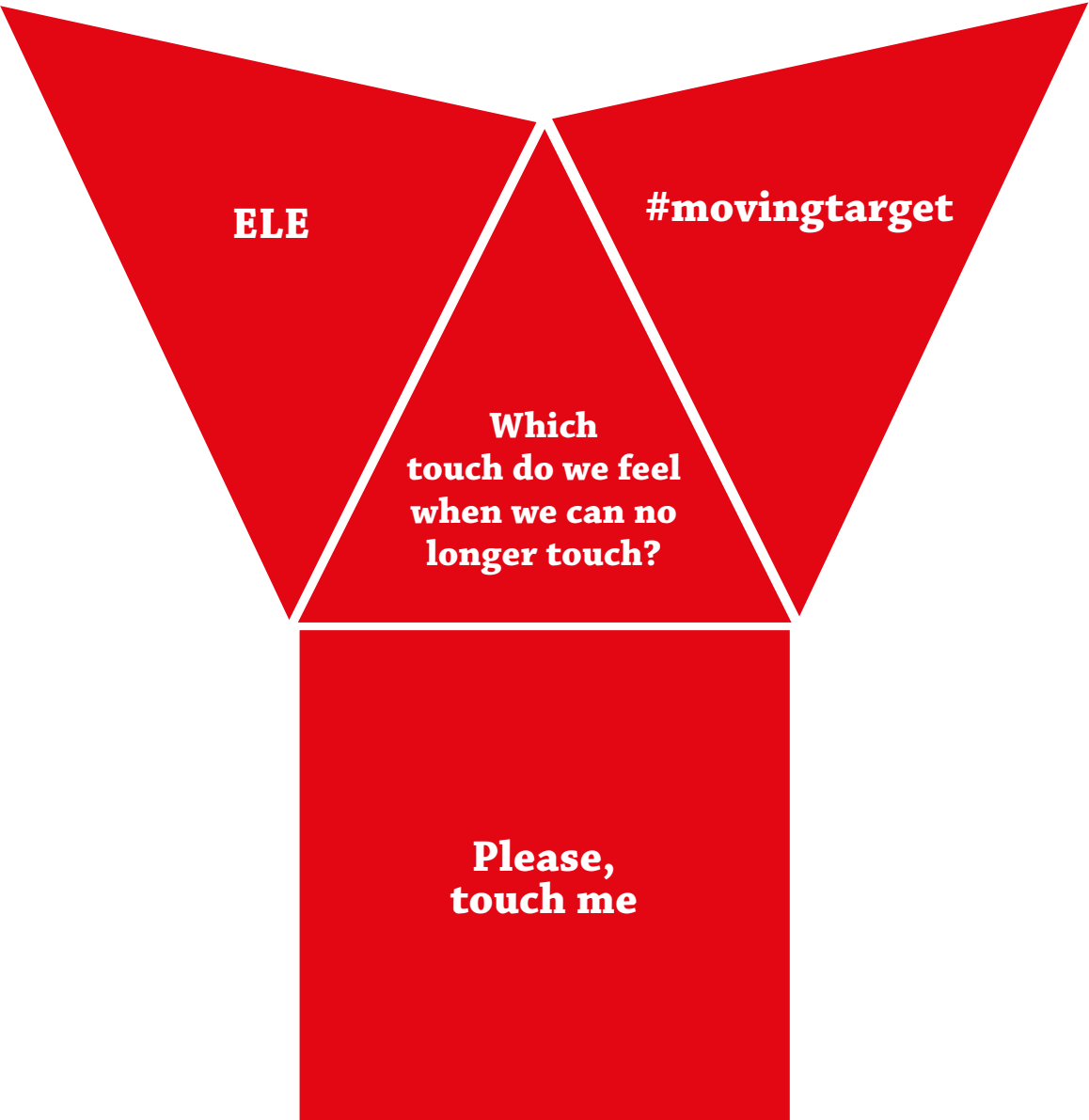
LUV - STIGMA

option with symbol



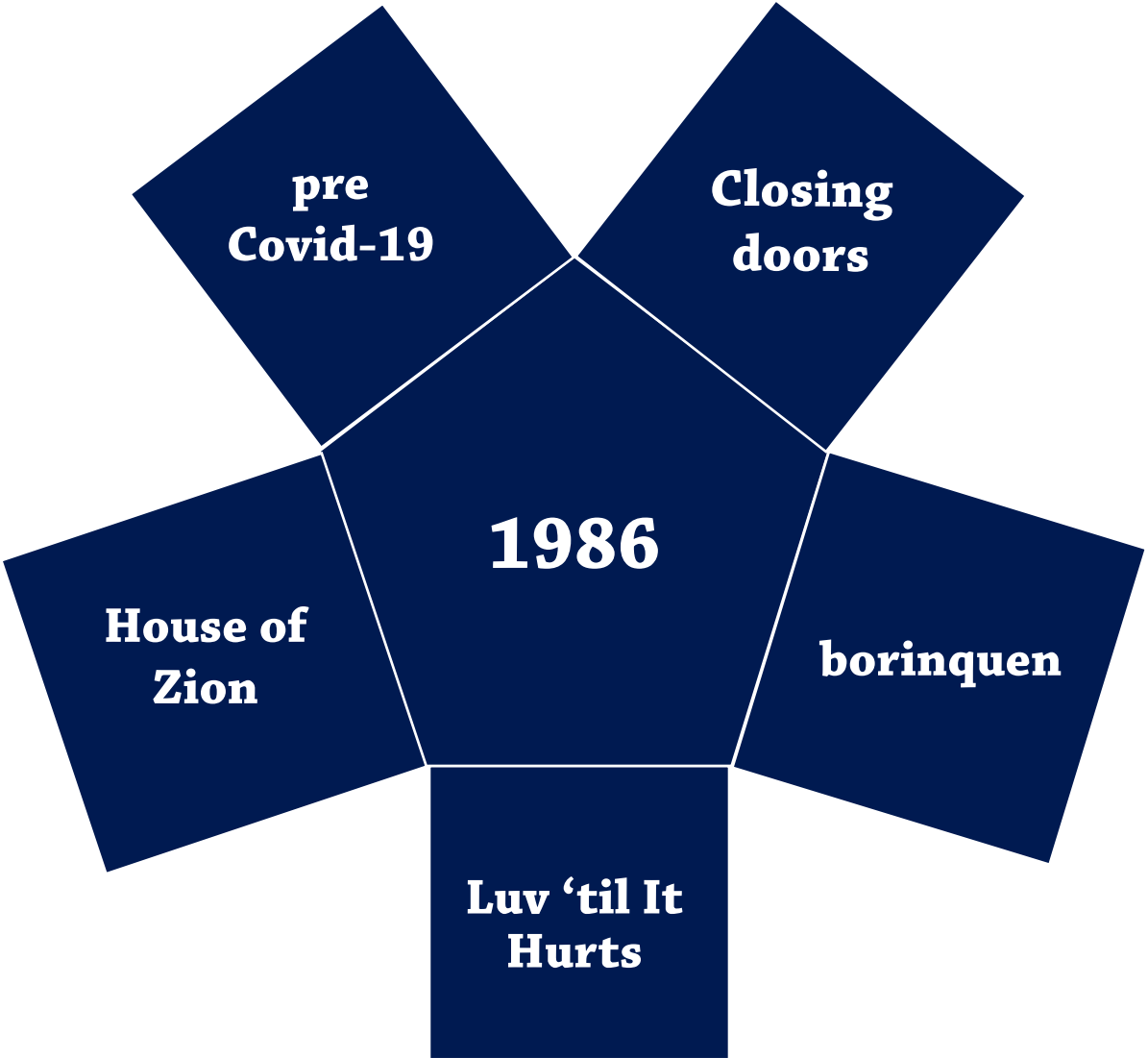
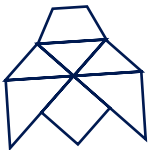
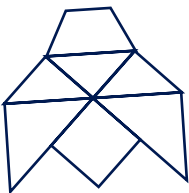
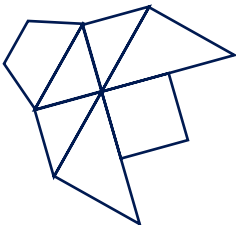
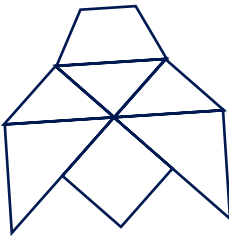
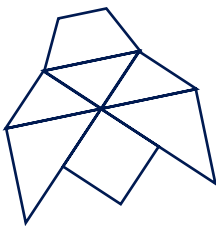
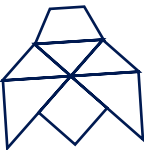
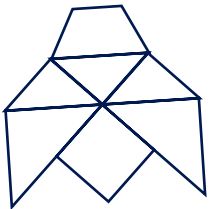
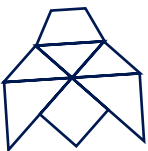
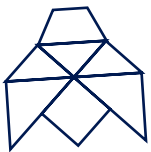
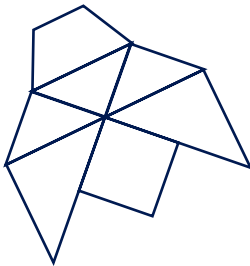
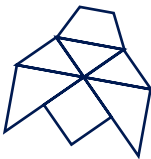
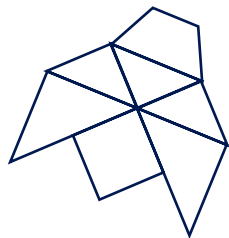
HUMMINGBIRD - BLOOD

option with symbol



**This is one of the clusters:
BORN > Every Where Alien**

**I think here the landscape could be
dwelled by the aliens, spaceships etc.
etc....**





button to
come back to
the original
cluster



DISCUSS

LUV 'til
it hurt.



1986: An Elegy for Our Coldest War

Brad Walrond

Could Be The Ballroom was always our Nuclear option
A rock scrabble bunker become a threshing floor
How we survived our Coldest War

A Mother a Father an entire house full of babies
tucked into mangers woven out of street corner filament
limber enough to parent those of us:

born with and with out parents
with and without islands

begat inside flags with and without stripes
while reading for A-level exams

stretched astride Empires and Queens
too Black to be British
too gay to be queer—

too poor for the crowns we deserve

Texts/articles
the backdrop will be a drawing of the
respective cluster.



button to go
to a connected
clusters



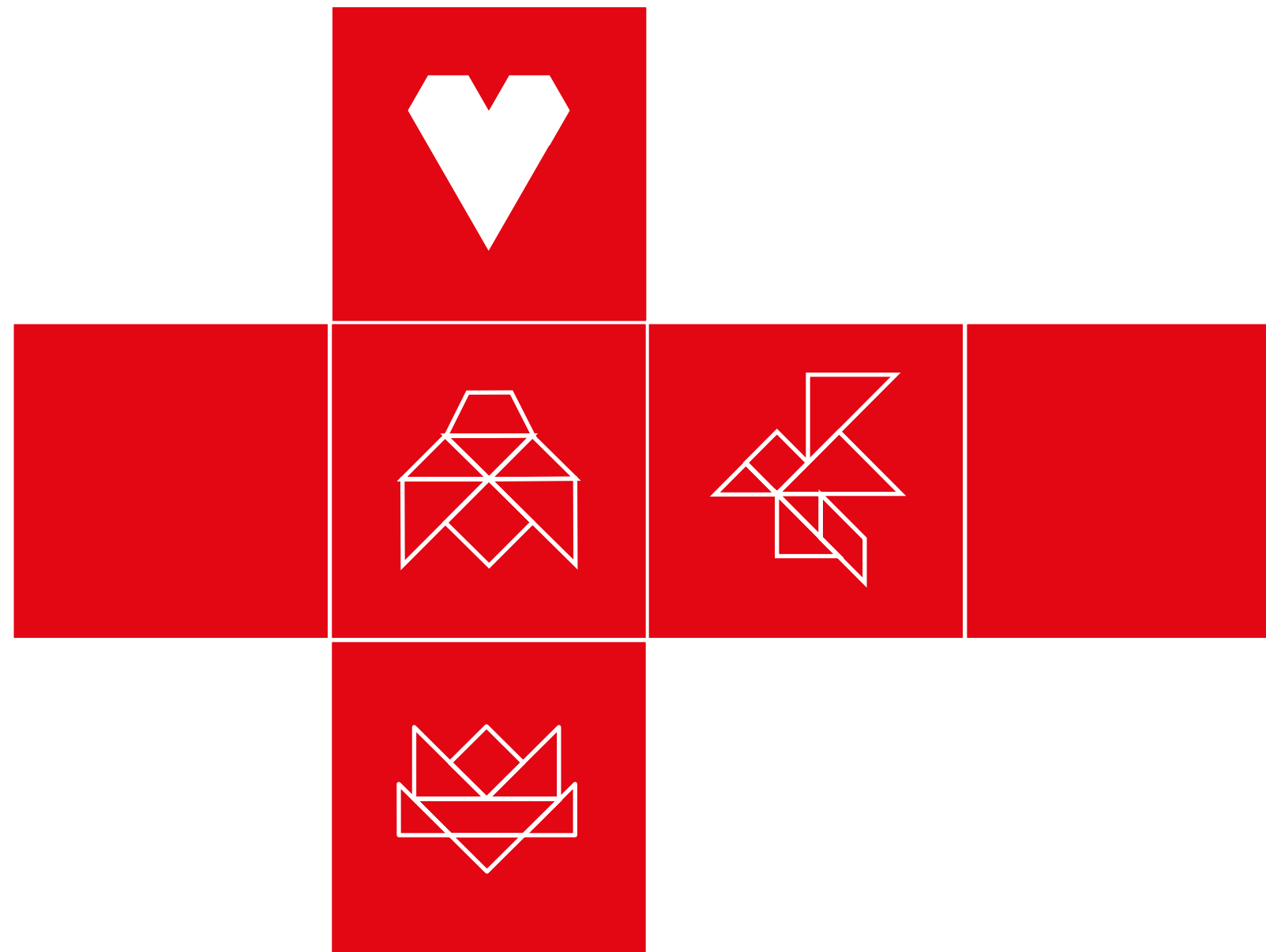
STRATEGY

will emerge from all
his talk and
game-playing. You
don't need a telescope
o see it. It's already
here, a business plan
o fight stigma. The
game advances to its
next level once a few
nore pieces fall into
place. Stay tuned:
Feb 14th 2020 :)



ACT !

**I'm not sure about the cross, so we
could assemble the sides differently.**



3) The content:

LUV Introduction / Luv Heart / STIGMA

Luv's statement

A pre-Covid 19 estimation of LUV (Brad Walrond)

Luv 'Til It Hurts (Brad Walrond)

Why Make an 'Open Work'? (Todd Lanier Lester)

Capitalismo Viral (Bruno Mendonça)

Alberto / Hummingbirds / Blood

NEW VIDEO PERFORMANCE HIV2020

Please, touch me (Alberto Pereira Jr.)

#movingtarget (Alberto Pereira Jr.)

ELE (Alberto Pereira Jr.)

Brad / Every Where Alien / Born

A pre-Covid 19 estimation of LUV (Brad Walrond)

House of Zion Debut at Luv 'Til It Hurts Launch
(Pony Zion)

Luv 'Til It Hurts (Brad Walrond)

closing doors (Brad Walrond)

borinquen (Brad Walrond)

1986: An Elegy for Our Coldest War (Brad
Walrond)

LUCIERNAGAS / FLUID

Relatoría Sesión #1 – Contexto del cuerpo en las
Artes (Daniel Santiago Salguero)

Relatoría Sesión #2 – Memoria Léxica (Daniel
Santiago Salguero)

Relatoría Sesión #3 – Arte / VIH (Daniel Santiago
Salguero)

Relatoría Sesión #4 – Arte / Fronteras (Daniel
Santiago Salguero)

Relatoría Sesión #5 – Arte & Tecnología (Daniel
Santiago Salguero)

Relatoría Sesión #6 – Disidencia Sonora (Daniel
Santiago Salguero)

Relatoría Sesión #7 – Cuerpos Fluidos (Daniel
Santiago Salguero)

Relatoría última sesión Luciérnagas – Last
Luciérnagas Session Report (Daniel Santiago
Salguero)

ANKH ASSOCIATION / ankh cross? / Human

Behind the Curtain (Iman / ***LPW)

LUV game feedback from Grenoble + Ankh
Association (ANKH Association)
Interview With Ankh Association

ERIC RHEIN / LEAVES / FREE

A conversation with artist Eric Rhein
The Gathering (Eric Rhein)
Still (Eric Rhein)
A conversation with artist Eric Rhein
I wanted to elaborate more on the concept of
‘transcendence’ (Paula Nishijima)