

curriculum vitae

Mónica Lou Mercadé



Yo no vivo, yo ardo. Yo no lloro, yo lluevo. Yo no escribo, yo destilo. Y así todo el tiempo.

María José Martín de la Hoz

ACADEMIC DEGREE

Artist and professional photographer specialized in dance photography, Mónica Lou was born in Zaragoza in November 1984. She got her PhD by the University of Barcelona (2016). Graduated in Fine Arts by the University of Barcelona (2006), through an Erasmus Exchange Program she increased her studies in the Accademia di Belle Arti di Venezia. She got the Post-graduate Degree in Design and Photography in the Elisava College of Design, from Pompeu Fabra University of Barcelona (2007).

She got the Diploma of Advanced Studies after the Doctorate Program in Fine Arts College of Barcelona (2007-2009). She got the “Certificado de Aptitud Pedagógica “(CAP) by the Institut de Ciències de l’Educació in the University of Barcelona (2007). As a dancer, her doctoral thesis is related to the body in states of weightlessness.

Very interested in the human body, she has researched in her thesis -emerged from the convergence between her initial training as a classical dancer in the Professional Conservatory of Dance of Zaragoza and her condition as a photographer: “La figuración sutil del cuerpo: Ingravideces, volatilidades y des-figuraciones” (“The subtle figuration of body: Ingravities, Volatilities and De-figurations”) in the University of Barcelona (2016).

PROFESSIONAL EXPERIENCE

Her professional portfolio is very assorted. Passionate by contemplation, she works as a professional photographer in events, advertising, product, fashion and interior photography for clients such as: Kia Motors, Atrápalo, Carandini. C.& G., Tous, Bang & Olufsen, Edenred, Alphabet, Marcasal, Marset, Caparol, Bcn Tiles, Temas, Baladia Deco, Chairs Gallery, Porcelanosa, Lo+Ca Arquitectos, Hostal Goya & Apartments, Hotel Umma Barcelona, Hotel NH Rambla Catalunya, Espacio Contract, RDT Engineers, Ginadan, Theo de Nakano, Quelinka and José Lou Olives.

Interested in the market and the exhibition of the final product, as a fine art photographer she has made artworks reproductions for several artists and galleries: Francesc Mestre Gallery (Barcelona), Jorge Egea, Martínez Villegas, Mario Molins, and others.

Very multifaceted, she enjoys shooting social photography and she has worked for social foundations such as Fundació La Caixa, Stopside and Fundación Cedes.

She has taught photography workshops in different schools such as the Escuela Suiza de Barcelona (ESB) and she's been teaching fine arts courses from 2006 – 2010 in Dr. Jorge Egea's artistic studio in Barcelona.

She has worked as a photographer at the University of Barcelona when she obtained a fellowship of third degree for the research project "Confluencia de procesos de creación y comprensión en las artes visuales" (Confluence of creation and understanding processes in the visual arts) from the researcher Josep M. Jori, Sculpture Department of the University of Barcelona.

She has worked in different artistic projects such as: "Et in Arcadia" in the British Museum of London, "Dopo il Museo" in the Museo Archeologico Nazionale di Napoli, and "Transformare" in the Museu Frederic Mares of Barcelona and she got a scholarship from Welfare Projects of "La Caixa" Foundation named "Art for social improvement" to carry out the collective project "Los espacios re-conocidos. Fotografía participativa en Viladecans"

(Re-cognised places. Participatory Photography in Viladecans), in collaboration with the group PIEL de FOTO.

In 2008 she received the Award of “Foreign Moving Allowance for Catalan and Balearic artists” from Ramón Llull Institute, to cover the expenses of transport and display of the works belonging to the collective exhibition Dopomuseo, developed at the Museo Archeologico Nazionale di Napoli and the Instituto Cervantes of Naples. The same year she was shortlisted for the scholarship given by the Santa Maria de Albarracín Foundation during the 8th Seminar of Photography and Journalism of Albarracín. In 2006 she got the Second Mention in the 1st Photography Competition of Youth Card, organized by the Aragonese Institute of Youth (Zaragoza). In 2001 she received the First Prize in the Drawing Competition organized by the School of Arts of Zaragoza.

Specialized in dance photography as an initial dancer, she’s been working for several companies in New York such as Peridance Capezio Center, Laura Ward/Octavia Cup Dance Theatre, Jessica Gaynor Company and Michael Susten Company. She’s actually the official photographer of Dance World Cup Spain, Certamen Internacional de Dansa Ciutat de Barcelona, Vaslav Nijinsky Prize (Huesca), Conservatorio Municipal Profesional de Danza de Zaragoza and Tatiana Yerakhavets’s Ballet workshops, and she has also worked for Compañía Nacional de Danza, Ko Murobushi Co., Sol Picó, Mercat de les Flors (Barcelona), Lanònima Imperial, Federación Española de Baile Deportivo (FEBD), Circ Cric, and IT Dansa. She is definitely a renowned photographer in the world of dance in Spain.

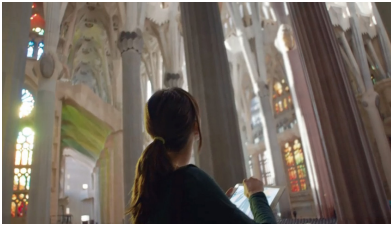
She was chosen by the director of photography Emmanuel Lubezki to work as an actress for the Ipad Air commercial by Apple Company, shot in the Sagrada Família (Barcelona 2013). This experience was specially important for her to learn management techniques in high advertising campaigns.

SPECIALIZATION

- 2014 **“Dance Photography Workshop”** by Lois Greenfield
(New York, 25 -26 October 2014). <http://www.loisgreenfield.com>
- “Your Picture on the Wall: Building a Career in Fine Art Photography”**,
by Catherine Edelman, Andrea Meislin & Sasha Wolf.
Photoplus International Expo (New York).
- “Style, Vision & Technique: Shooting Portraits with Intention”**, by
Gregory Heisler. *Photoplus International Expo* (New York).
- “Fundamentals of Dog Portrait Photography”** by Winnie Au.
Photoplus International Expo (New York).
- 2013 **“Flash de Mano y Strobist”** by Nacho Gutiérrez. (Barcelona).
- “Adobe Lightroom Cs6 and Adobe Photoshop Cs6”** by
Israel Luri. Centro de Tecnologías Avanzadas de Zaragoza (CTA).
- 2012 **“Reportaje fotográfico y arquitectura social”** by Clemente Jiménez.
Centro de Tecnologías Avanzadas de Zaragoza (CTA).
- 2011 **“Introducción a la Conservación de la Fotografía”** by Pau Maynés.
Faculty of Fine Arts, University of Barcelona.
- “Fotografía y Edición: El libro de autor”** by Angels Arroyo and Israel
Ariño. Faculty of Fine Arts, University of Barcelona.
- 2010 **“La Fotografía en los Viajes”** by Iñaki Relanzón. (Parque Natural del
Montseny, Barcelona). <http://www.photosfera.com/es/>

- 2010 **“Dossiers on-line con Indexhibit.** Formación Continua para Artistas Visuales”. AAVC (Barcelona).
- “X Seminario de Fotografía y Periodismo”.** Fundación Sta. M^a de Albarracín” (Teruel).
- 2009 **“Curso de Técnicas de conformación en vidrio”.** “Fundació Centre del Vidre” de Barcelona.
- 2008 **“VIII Seminario de Fotografía y Periodismo”.** Fundación Sta. M^a de Albarracín (Teruel).
- 2007 **“VII Seminario de Fotografía y Periodismo”.** Fundación Sta. M^a de Albarracín (Teruel).
- 2006 **“Stone Sculpture workshop”** by Andrea Grassi (Pietrasanta, Carrara).
- 2005 **“Moldes y vaciados aplicados a la escultura. Escayola y resina de poliéster”** by Dr. Jorge Egea, Sculpture Department, Faculty of Fine Arts, University of Barcelona.
- “Seminario de Cámara Estenopeica”** by Jordi Guillumet. Faculty of Fine Arts, University of Barcelona.
- 2004 **“Curso de Operaciones Básicas en el Laboratorio de Color”** by Itxaso Zúñiga. Faculty of Fine Arts, University of Barcelona.

PUBLISHED IN



Mónica Lou drawing with an *Ipad Air* during the Apple commercial spot in the Sagrada Família (Barcelona, 2013).



Photo: Antonio Llambrich (2014). Mónica Lou shooting Albert Hernández Lledó and Eila Valls in the streets of New York.



Mónica Lou (2014). Albert Hernández Lledó and Eila Valls in the streets of New York.

She's been publishing for several years in "Heraldo de Aragón" newspaper and "Cipaj" Magazine (Zaragoza).

BOOKS:

"Et in Arcadia. A re-embodiment of the frieze of the Temple of Apollo Epikourios at Bassai". Ramón Casanova & Jorge Egea. East & West Publishing, London (2012).

"Bouesía 2008". Editorial Arola, Tarragona (2008).

"Bouesía 2006. Regsexcital de bouversos". Editorial Arola, Tarragona (2006).

CATALOGUES:

"Trans•formare. Lecturas de la transformación del Museo Frederic Marès". Ajuntament de Barcelona (Barcelona 2011).

"La Tradizione della Figura. 6 scultori di Barcellona". Fundació de les Arts i els Artistes. Iterarte. Circolo Artistico di Bologna. (Barcelona 2010).

"InCopore'07". Centre Cultural La Farinera del Clot and Universidad de Barcelona. (Barcelona 2007).

"Dopo il Museo. Una re-creación del Museo Archeologico Nazionale di Napoli". Bibliotecas de Barcelona. (Barcelona 2008). Ed. Biblioteques de Barcelona. Barcelona, 2008. ISBN 978-84-612-7277-8.

"Espacio Contract. Seeing is believing". (Barcelona 2011).

"Teatro Principal de Zaragoza". (Zaragoza 2011).

"Agenda accesible", Fundación C.E.D.E.S. (Zaragoza 2009 - 2015).

"La semilla de la Imagen". Mapi Rivera & Ramón Casanova. Ed. Ayuntamiento de Huesca, Ciutat d'Olot, Ville de Tournefeuille. (Huesca 2009).

"Festival Periferias", Mapi Rivera & Ramón Casanova. Ayuntamiento de Huesca (2009).

"Retrats a Barcelona". Centro de la Imagen La Virreina (Barcelona 2008). Ramón Casanova & Jorge Egea.

"Imaginaria '08 Narracions Visuals", Universitat Jaume I (Castellón 2008).

"El agua y la tierra originales. La sostenibilidad de la imagen". Casanova, R.,

Egea, J., Rivera, M. DPZ-Fundación Norte. Zaragoza 2008. ISBN.: 978-84-9703-216-2

MAGAZINES & NEWSPAPERS:

- “Proyecto Contract Casa Viva”. Magazine # 62. Page. 24. (Barcelona 2010).
- “La Vanguardia” newspaper. May 2, 2009. Page 36. Artistic solo exhibition “Pompeya Imaginada”, Centre d’Art La Rectoria, Sant Pere de Vilamajor (Barcelona).
- “Revistart, revista de las artes”. # 123. Pages 12 & 13. Article “In Corpore’07”. (Barcelona 2007).
- “Quotidiana”, magazine # 37, January 2009. Page. 16, Article “Dopo il Museo” (Published in Catalonia and Italy).
- “Revistart, revista de las artes”. # 135. Pages. 14 & 15. Article “Dopo il Museo”. (Barcelona 2008).
- “Diario de Ibiza”, August 2, 2011. Page 35. Article “Bloop Festival, “Arte para la Eivissa Auténtica”.
- “Última hora” newspaper, Ibiza August 2, 2011. Page 29. Article “Arte Contemporáneo y street-art de inspiración submarina en el Bloop Festival”.
- “Diari de Tarragona” newspaper, July 28, 2011. Page 12. Club de Tennis Monterols, Reus (Tarragona).
- “News Escola ELISAVA” (Barcelona, April 2009).
- “ESB+info”. Escuela Suiza de Barcelona, # 36.
- “Diari 9 Nou” newspaper, May 4, 2009. Page 15. Artistic solo exhibition “Pompeya Imaginada”.
- “El Punt” newspaper, Tarragona December 3, 2008.
- “Il Mattino” newspaper, Napoli Campania (Italy). November 19, 2008. Page. 49. Article “Il Museo Archeologico visto dagli spagnoli” (Italy 2008).
- “Il Corriere della Sera” newspaper, November 18, 2008. Page. 14. Article “Napoli, i classici dell’antichità riletti da giovani artisti spagnoli”. (Italy 2008).
- “Culturas nº 319. La Vanguardia” Magazine. July 30, 2008. Pages 12 & 13, documentary: Cámara Oscura (Barcelona 2008).
- “Instituto Aragonés de la Juventud” newspaper. (Zaragoza, December 2006).

EXHIBITIONS

Her work has been exhibited in national museums like the MEAM (Museu Europeu d'Art Modern de Barcelona), the Museu Frederic Mares of Barcelona, Museo Provincial de Zaragoza and Pablo Serrano Museum of Zaragoza; and internationally in the Museo Archeologico Nazionale di Napoli, the Instituto Cervantes of Naples and the Museum of Classical Archaeology of Cambridge and others.

Passionate by old fashioned photography and the Camera Obscura, she was selected by the Lomographic Society International to participate in the "Diana World Tour". She has also participated in several festivals like Bloop Festival and C. Prayer Festival.

- ASAFA. "Si hoy me hubiera levantado sin dolor / sin cansancio podría...". Museo Provincial de Zaragoza (Zaragoza 2015).
- ASAFA. "Si hoy me hubiera levantado sin dolor / sin cansancio podría...". Museo Pablo Serrano (Zaragoza 2014).
- ASAFA. "Si hoy me hubiera levantado sin dolor / sin cansancio podría...". Cámara de Comercio de Zaragoza. (Zaragoza 2015).
- ASAFA. "Si hoy me hubiera levantado sin dolor / sin cansancio podría...". Centro Cívico Teodoro Sánchez Punter (Zaragoza 2015).
- ASAFA. "Si hoy me hubiera levantado sin dolor / sin cansancio podría...". Sala de Exposiciones Utebo (Zaragoza 2015).
- ASAFA. "Si hoy me hubiera levantado sin dolor / sin cansancio podría...". Sala de exposiciones Caja Rural de Teruel (Zaragoza 2015).
- SCAN Tarragona. Festival Internacional de Fotografía. "Debut", Scanoff. Café Bar Museum (Tarragona 2012).
- Loumografías. Escuela Suiza de Barcelona (Barcelona 2012).
- RR.HH ("Recursos Humanos"). B14, El Primer Club de Arte Contemporáneo de Barcelona (Barcelona 2012).
- Et in Arcadia. A re-embodiment of the frieze of the Temple of Apollo Epikourios at Bassai. MEAM, Museu Europeu d'Art Modern (Barcelona 2012).
- Et in Arcadia. A re-embodiment of the frieze of the Temple of Apollo Epikourios at Bassai. Museum of Classical Archaeology. Faculty of Classics, University of Cambridge (Cambridge 2012).

- Trans•formare. Lecturas de la transformación del Museo Frederic Marès. Museo Frederic Marès (Barcelona 2011).
- Bloop-Festival Ibiza. Far de ses Coves Blanques (Ibiza 2011).
- Pompeya Imaginada. CTR Monterols (Reus 2011).
- Postales desde el limbo. 4º Espacio Cultural (Zaragoza 2010 y 2011).
- Immaginare Pompeya, Galerie Huit d'Arlés, "Journées romaines d'Arlés" (Arlés 2009).
- Diana World Tour, Lomographic Society International. Lomography Shop (Barcelona 2009).
- Diana World Tour Lomographic Society International. Caprile Photo (Madrid 2009).
- La Vinya dels Sentits. Subirats (Barcelona 2009).
- Transart 2009, Centre d'Art La Rectoria. (Sant Pere de Vilamajor, Barcelona 2009).
- Pompeya Imaginada. Centre d'Art La Rectoria (Sant Pere de Vilamajor, Barcelona 2009).
- Dopomuseo, Museo Archeologico Nazionale di Napoli (2008).
- Dopomuseo, Instituto Cervantes de Nápoles (2008).
- Dopomuseo, Biblioteca Sant Antoni de Barcelona (2009).
- Dopomuseo, Academia de Belles Arts de Sabadell (2009).
- Visión Abierta 2008, Instituto Aragonés de la mujer (Zaragoza 2008).
- Muestra de Arte Joven 2007. Promoción de Jóvenes Creadores (Zaragoza, Huesca y Teruel 2007).
- Foconorte 2006, "I Premio Ayuntamiento de Santander Foconorte de Fotografía Digital" (Santander 2006).
- Fotodanza 2007, Casa de la danza "Ángel Corella" (Logroño 2007).
- In Corpore'07, Centre Cultural La Farinera del Clot (Barcelona 2007).
- C.Prayer Festival. (Milano 2007).

LANGUAGES

- Spanish: Native language.
- Catalan: High level.
- English: Medium - high level. Open University of Languages (Barcelona 2004).
- Italian: High level. Degree in the Escuela Oficial de Idiomas de Barcelona (2007-2010).
- French: Medium level. Institute Français du Saragosse (Zaragoza 2002).

COMPUTING COMPETENCE

Image editing programs and digital retouching: Adobe Lightroom, Adobe Photoshop, Adobe Bridge.

Digital publishing programs: Adobe InDesign.

Data archiving programs: Microsoft Excel, Microsoft Word.

Domain of professional digital SLR camera and opticals, and repertoire of analog 35mm cameras and medium format.

MANAGEMENT COMPETENCE

Art direction, styling, location and direction for artistic and advertising photography projects.

OTHER PERSONAL INTERESTS

Dance, contemplation, poetry, trekking, music and gastronomy.

DRIVING LICENSE

B1



J. M^a Solé (2014). Mónica Lou shooting with a medium format camera.