

Face danger, run in circles

Solo show by Guillem S. Arquer in Acadèmia de Belles Arts de Sabadell with the collaboration of L'Estruch Fàbrica de Creació.

"My name is Raúl Gómez. I love running. It's like a drug to which I am addicted. I enjoy suffering. But especially, running makes me happy. That's why I have decided to go all around the world looking for the toughest races (But always smiling), curious (Let go!) and extreme (Argh!). I will travel, meet people and run (I'm giving my best) [...] From now on, you can call me Maraton Man."

Transcription of the overture sequence of the documentary series
Maraton Man (2016-)

According to Jost Hochuli in Detail in typography (1987), the original written form of our italic types appeared in Florene at the beginning of the fifteenth century, in the same place and at about the same time as the scriptura humanistica. It was given the name of cancellaresca corsiva and its main features were that the pen is held at a steeper angle, the individual letters tend to link together and it needs less space as it has leaner proportions. "Because for these reasons, this letters <<run>> and results <<hurried>> ("corsiva proceeds from the latin currere, "run, hurry), what means that it can be written relatively quickly, in the hands of many scribes -but by no means all- it acquires a more or les pronounced slope to the right." "Common experience suggests that italic is somewhat slower to read than roman type, and its use in large quantities is not appreciated by readers. Used sparingly, it has the advantage of attracting the reader's attention without disturbing the flow of the text."

"Are you beginning to see why training is extremely good for anyone suffering from stress and anxiety? It attacks the problem from several sides! Cortisol levels (that rise because of physical activity but) fall after each training session and won't rise as much the next time. The hippocampus and the fronta lobe -the stress response's bracke pedals- strengthen and become more efficient at inhibiting the amygdala/anxiety engine. Activity in the brain's GABA brake system (neurotransmitter inhibitor that generates a calming effect) is

enhanced with more nanny neurons (in charge of releasing the GABA amino acid), and the muscles' ability to neutralize the stress substance increases. All this takes place simultaneously."

Extract from *The Real Happy Pill* by Anders Hansen (2017)

Adopt the runner subjectivity. Subordinate the public space to the physical and psico-chemical state of a body wrapped in breathable logo clothes with a variable percentage of reflective elements. The neighbour becomes an obstacle to the goals of the day, the city center disappears, the park becomes distance, the containers, shopwindows and urban flora flow around and in opposed direction to the POV hyperconnected that tries to leave behind the competitiveness, the acceleration of the stimuli and the attention stress. Meet the lion, run or die. Run. Ending the routine in front of it, again. And again. Get used to it, improve. Recognize one's own reflection on the glazed enamel of the fangs. Be grateful.

"It looks like the economy has created the needed autocorrect automations in order to prevent derailment. But psychic depression could transform into an economical crisis, given the close relation between production, consumption and social mind. The production of info-commodities requires a social mind ready to consume continuously in increasing quantities. The mental time socially available is not unlimited as the possibility of productive expansion is. What if all the unhappiness that is being accumulated in the hidden corners of Cyberspace and in the inconfessable foldings of the efficient funky village ends up blocking the social machine, like the sand is able to block the gears of the most powerful wit?"

Translated (from Spanish) extract from *La fábrica de la infelicidad. Nuevas formas de trabajo y movimiento global* by Fraco Berardi <<Bifo>>

"How wonderful is running! Running makes my life complete, I mean, running makes me very happy. Be in such landscapes, enjoying them and just by wearing a pair of trainers. We generate endorphins when we run and this makes you feel happier, smile more and want to hug people."

Transcribed extract of the beginning of the first episode of the first season of *Maraton Man* (2016):