

Objective:

To build a monumental sculpture in bronze which becomes an ícon of the world, with an innovative format, a propositive plastic and being an integral project, full of virtues who seeks the benefit of all the participants and not only the project.

Origin

- High global contrast.
- Great cultural diversity.
- Reflex on the society of our time.
- Build brotherhood bonds among nations.
- Break paradigms of the art world.
- Reinforce the sense of peace, union, inclusiveness, dignity, equality and respect.**



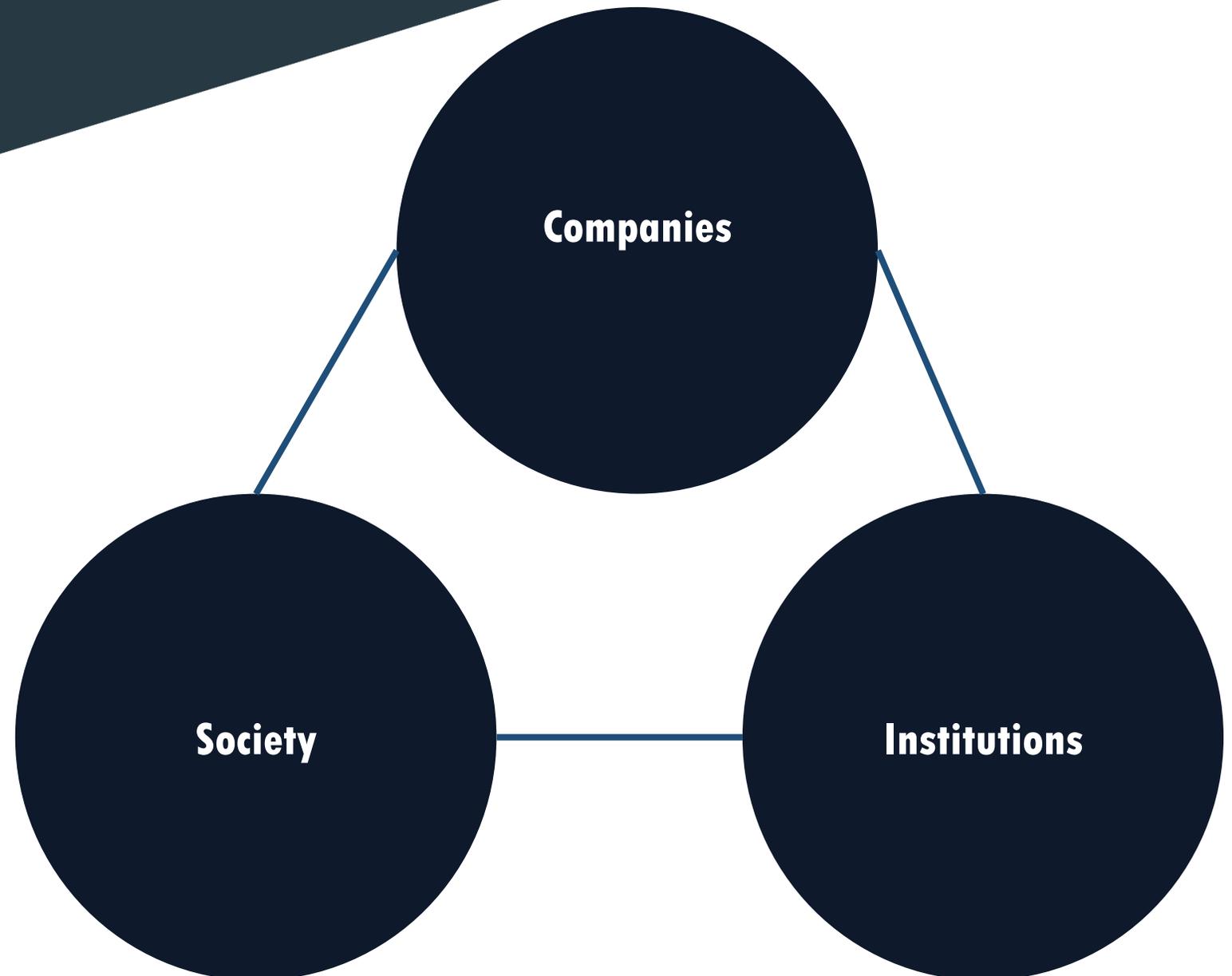
Workshop

- It's an open structure which enables people to participate and unveils the artistic creation.
- The materials are resistant and reusable even when the project it's finished.
- Thanks to it's capacity to be relocated, it becomes a great brand activation for the allies.
- On each location, a different part of the giant it's made.

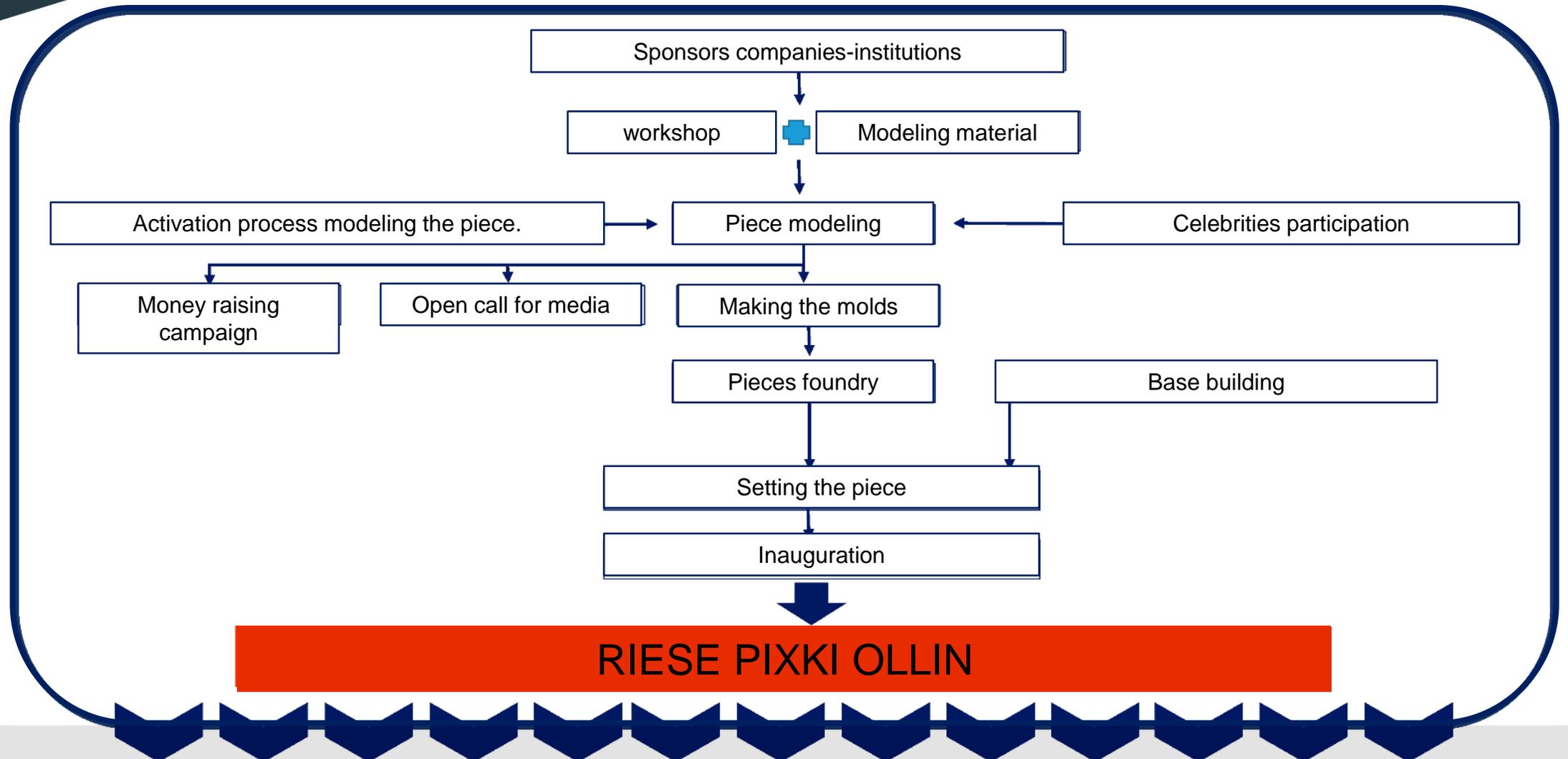


Raising money

Breaking the historic paradigm in which a small group has the decision power, the GIANT uses everyone's participation; this way it is proposed and not imposed.



Virtues



-Low cost monumental sculpture.

Show art power goes beyond Aesthetics or ideologies.

-Create a sense of belonging And identity to a place.

Creation of artistic audiences.

-Promotion of the partners In the media.

-Set new horizons for sculpture since it's made and designed using new technologies.

-Creation of a turistic attraction.

-Reinforce social equity.
-Improvemnt of the public space.

-Creation of a marketing campaign of "experience" .

-Use of a new more sustainable modeling process.

-Creation of an icon that reflects it's time and it's creators.

-New economic model for public art.

-Huge Budget saving during the process.

-Enviornental awareness due to reuse of most materials.

-Bonding of society through a collective activity.

-Reusable workshop.

-A more democratic crative-artistic proces.

-Massive transmision of knowledge.

-Original plastic of the piece due to the high knowledge of different areas needed in orderto achieve it.

INNOVATION:

-Plastic.

-Finantial.

-In value.

-Politic.

-Sharing knowledge.

-Technique.

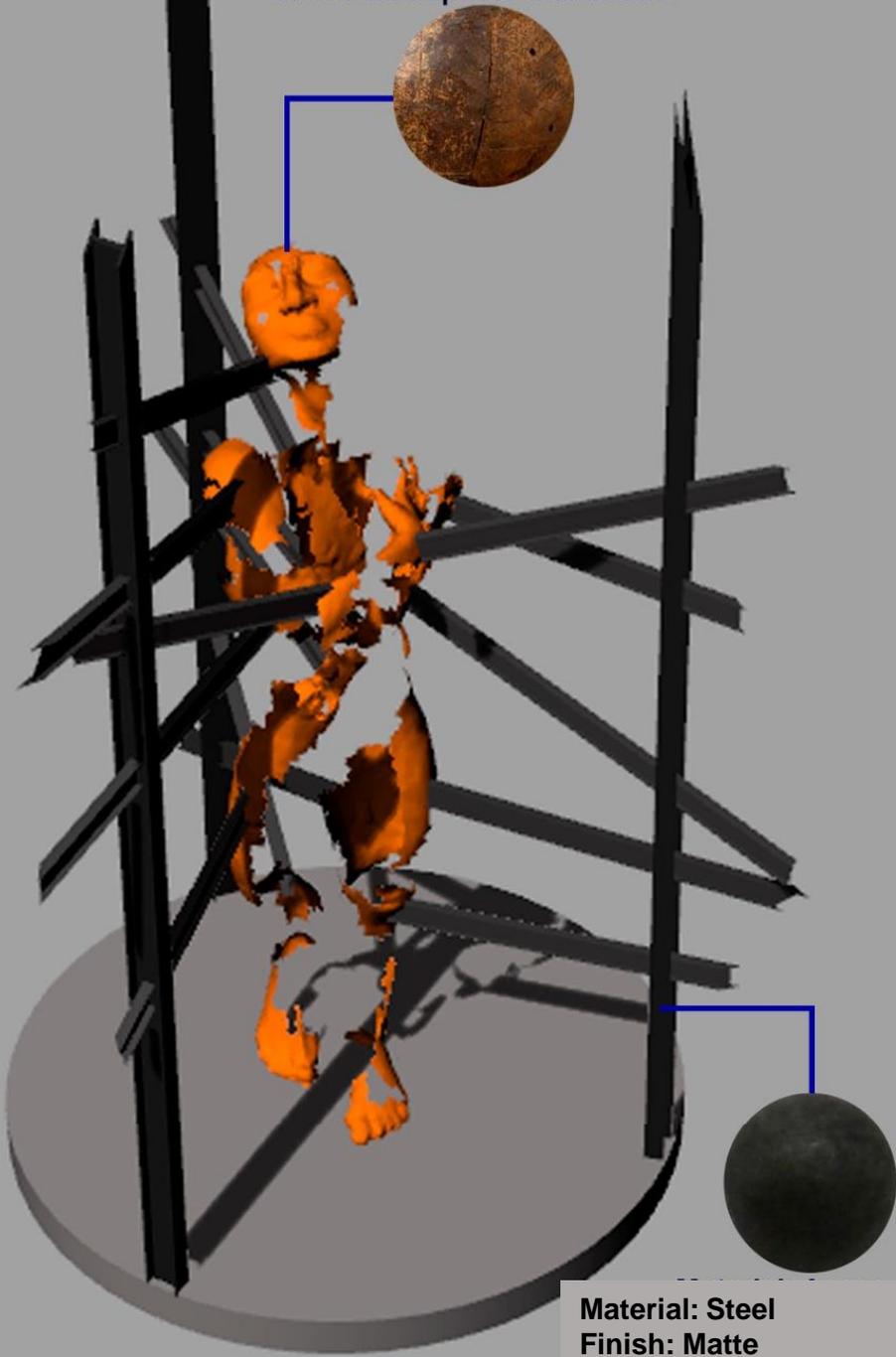
-ideology.

-Enviornental.

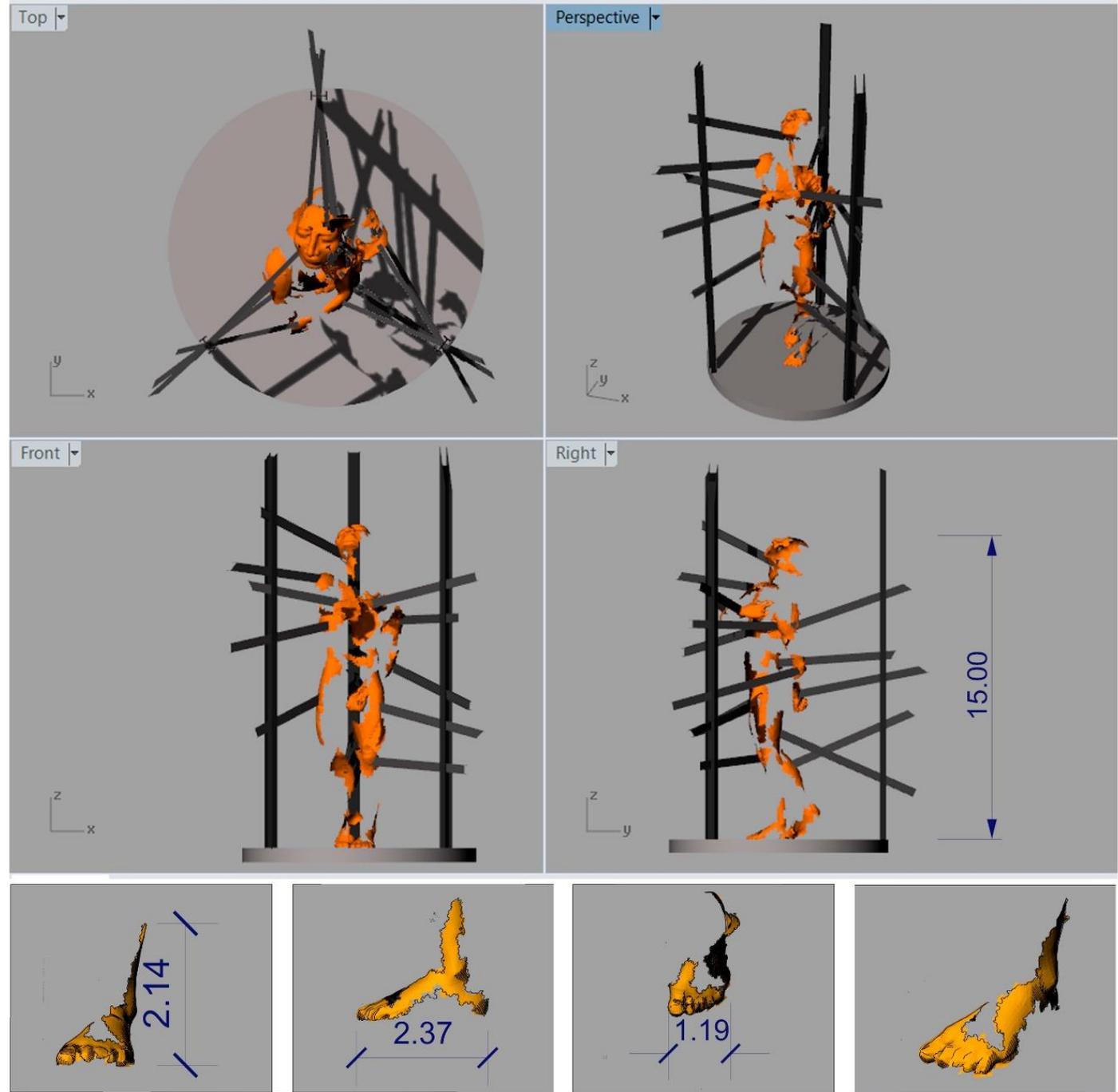
-Cultural.

-Social.

Material: Bronze
Finish: Natural color (spotted)



Material: Steel
Finish: Matte
Color: Black



Piece



Effect

Images from the workshop in action.



Texture example:

People's comments

Very happy to support your project. Thank you for all the information & advice. Much love - Sean, - New Zealand

这个作品将会是非常精彩的作品,因为:

我参与其中了

It's a wonderful project, because I made part of it!

"Amor y Verdad se encuentran
Justicia y Paz se Abrazan
Cameroun - Africa."

"Love and truth hug each other, justice and peace hug each other." Cameroun - Africa

Un projet communautaire
Très intéressant!

Merci
Francis

"A very interesting community project, thank you."

Hagamos un
gigante de hierro
Con un  de oro!

"Let's make an iron giant with a heart made of gold."

Great to bring art to the people - Mexico leading the world!! Mick, Melbourne, Australia.

很榮幸來到墨西哥,並參與此項作品
Very honor to be here in Mexico and participated this project!
墨西哥萬歲! 臺灣萬歲!

Ich hoffe, dass im dem GIGANTE bald irgendwo in Mexiko sehen werden!
Viel Erfolg!

Espero que pronto vayamos a ver el GIGANTE aquí en México!
Mucha Suerte!

Allies in México



MUSEO
MEMORIA Y
TOLERANCIA

PLATON

CULTURAL
DEVELOPMENT

**PROMETEO
SUSTENTABLE**



OLIVER
COMMUNICATIONS
& MEDIA



RESILIENTE MAGAZINE
Revista de impacto

Artist statement

We live in a very diverse and contrasted world and while some people see our differences as a reason to exclude, I believe with all my heart in a world where the fact that the “other” is different from myself is cause of celebration and no exclusion. The fact that another person is and thinks different from me, it’s what makes him so important.

From the very beginning the giant had sought to become an icon of humanity itself. A public piece of art to last the ages, made by the public, for the public in public spaces; an icon that represent us all in a sense of **equity, dignity, respect and union**.

As for the design, when the idea was born of a “universal icon” I thought that the base figure needed to be one that everyone could relate to, that’s how a human was chosen (the fact that it’s a male it’s due if I used a woman as a model many other would get angry with me haha, but I do hope to make a female one).

This man is feeling himself, trying to understand what he is and how he works... he’s moving forward as a sign of progress and the fact that it’s not complete it’s because it keeps growing, changing, forming.

This man it’s being held by three columns, each of them represent the three main segmentations where humans live: Rich people from cities, poor people from cities and the people who live in rural areas; each column holds it’s own pieces but every single piece by it’s own lacks of sense; it’s only when they are together and in a specific correlation with the rest when this human emerges and they become a whole. Thanks to a capacity of the human brain we tend to complete shapes so the void between the pieces it’s filled by everyone’s personal perspective at the time they watch the piece.

The skin of the giant it’s covered by thousand of symbols made by the public with their own hands and they are so diverse as people are; in it lies the playful child, the protective woman, the vision of the entrepreneur, the knowledge of the master, the justice of the lawyer, the skill of a sports person, the voice of the Singer, the love of the mother, the protectiveness of the father...

The finished piece is a mere evidence, the true value of the giant lies on what it represents; a beacon that reminds us now and always how we become greater when we belong to a collective, for future generations they will look up to it and remember that for a fraction of time thousands of people put aside their differences to work together on a peace message.

What drives me

The idea was born back in 2019 and it took me five years to design the whole project, solve creatively every single problem that it’s construction presented and develop every skill required to execute it. For five years I had no certainty of how would people react, will they participate on the open call? And was a “maybe” that kept me going... maybe they will, maybe thousand of us can achieve this monumental sculpture. What the giant stands for, a message of peace, union, respect and equity among everyone it’s a message I believe in my heart and as such it demanded of me to at least give it a chance to exist. Now that we have proven that it works and people really took on the giant as something very personal my role to play it’s a tool to extend the invitation to many more around the world.

I seek no fame or riches, in fact I have made many sacrifices for the project and spent so much money on it hahah.

Collaboration

Now that we have a proven concept, I'm looking for the project to cross borders so it's message of peace echoes stronger and further away.

Since it's design uses digital technologies and the process it's a modular system, it is possible to export it very easily, I can send you all the archives and information on how it is made and you can duplicate the process to create your own pieces; it can be one, many or a whole other giant and since the value of the piece lies in it's creation it doesn't matter if it's only one piece the one that you produce, it is linked by it's design and message to the other ones around the world showing that what the giant stands for it's a world wide view shared by many.

As I told you, I'm not looking for fame or riches, I can be as involved as you need/want me on the replica to be made... from giving you all the information and details up to moving to your country to execute it with your support.

So if you are interested on the idea we can discuss on how exactly we can collaborate with you being the base team in Germany. Please let me know.