



## Ángeles al sol en tiempos del metaverso: Luces, cámaras y ciudades en navidad [

2023

text (article)

Analítica

This article brings together conclusions obtained through the vision provided by the 3rd year subject of History of Art, Aesthetics and Design of the Everyday at the University of Malaga, as well as by the work *The System of Objects* by Jean Baudrillard (1968). As an object, the Christmas lighting of Calle Larios is taken for the 2022 festivities, designed by Iluminaciones Ximénez, as a product of the main industrial engine of the city of Malaga today: the hospitality-tourism axis. From this staging are derived connotations, encrypted and symbolic values that go unnoticed by the daily or idle gaze of the public who prostrate themselves before them with no more interest, no more 'doubt', than that of the 'post-perfect'. In this article we intend to decode the narratives that are extracted from these ephemeral works; designs that can be considered anachronistic within the modernization process that the capital of the Costa del Sol intends to undertake because of its bid to host the Universal Exposition in 2027. Precisely, the setting of the Malaga coastline is ideal for a phenomenon related to other cultural products that have followed one another because of tourism, passing through categories such as kitsch or pastiche. Although, there is a patrimonial identity substrate in everything analyzed that, duly, will be contextualized

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**Editorial:** 2023

**Tipo Audiovisual:** Ciudad Diseño Turismo Urbanismo Cultura visual City Design Tourism Urbanism Visual culture

**Documento fuente:** Eviterna, ISSN 2530-6014, Nº. 13 (Marzo), 2023, pags. 64-80

**Nota general:** application/pdf

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**Lengua:** Spanish

**Enlace a fuente de información:** Eviterna, ISSN 2530-6014, Nº. 13 (Marzo), 2023, pags. 64-80

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