



ATACAMA FASHION

2021 - 2024 | outdoor / indoor installation

k.ada / j.viana

On November 29, 2024, in Algeciras, amidst the consumer frenzy of Black Friday, Polish artist K.ada (Ada Kobusiewicz), based in Austria, and Spanish artist Javier Viana inaugurated the installation ATACAMA FASHION. This project features a public art piece and a participatory, immersive textile exchange installation in an exhibition space.

The installation addresses one of the planet's most pressing issues: the excessive consumption of water, driven by the unsustainable fast fashion industry. Each year, more than 39,000 tons of clothing are discarded in the Atacama Desert in Chile, transforming the driest place on Earth into a textile landfill. Unsold garments, whose production consumes enormous amounts of water, starkly illustrate the environmental impact of our consumption habits.

With 2 billion T-shirts produced annually, the impact of this industry is staggering, particularly in the dyeing process, which represents the largest share of water consumption and pollution.

The work is open to the public until March 21, 2025, at Lago Marítimo and Boxes Alcultura, Algeciras, Spain, respectively.

Upon reflection, the question arises:

In what colour will you pollute yourself this season?
How many litres of water are in your wardrobe?

[VIDEO PREVIEW](#)

PUBLIC SPACE | PASEO MARÍTIMO, ALGECIRAS

The Port of Algeciras, as the starting point for the project's launch, is in itself a reflection, serving as the intercontinental logistics hub of the Mediterranean and leading the transport of petroleum goods through the Strait of Gibraltar. It is the southern gateway to Europe for trade with Africa and the Americas.

From this port, our project aims to open all doors, whether public or private, which are opened to receive this immersive, participatory public artwork.

The installation includes 14 water containers arranged in a pattern reminiscent of a Rubik's Cube. The vibrant colours serve as a metaphor for our uncontrolled consumption and environmental pollution caused by garment dyeing. It invites viewers to reflect on their consumption habits and the environmental impact of fast fashion industry.

k.ada / j.viana

Atacama Fashion (set up) | 2024 Paseo Marítimo, Algeciras
Photo © Javier Viana





k.ada / j.viana

Atacama Fashion (opening) | 2024 Paseo Marítimo, Algeciras
Photo © AAM / Alcultura





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Atacama Fashion (opening) | 2024 Paseo Marítimo, Algeciras
Photo © Ada Kobusiewicz



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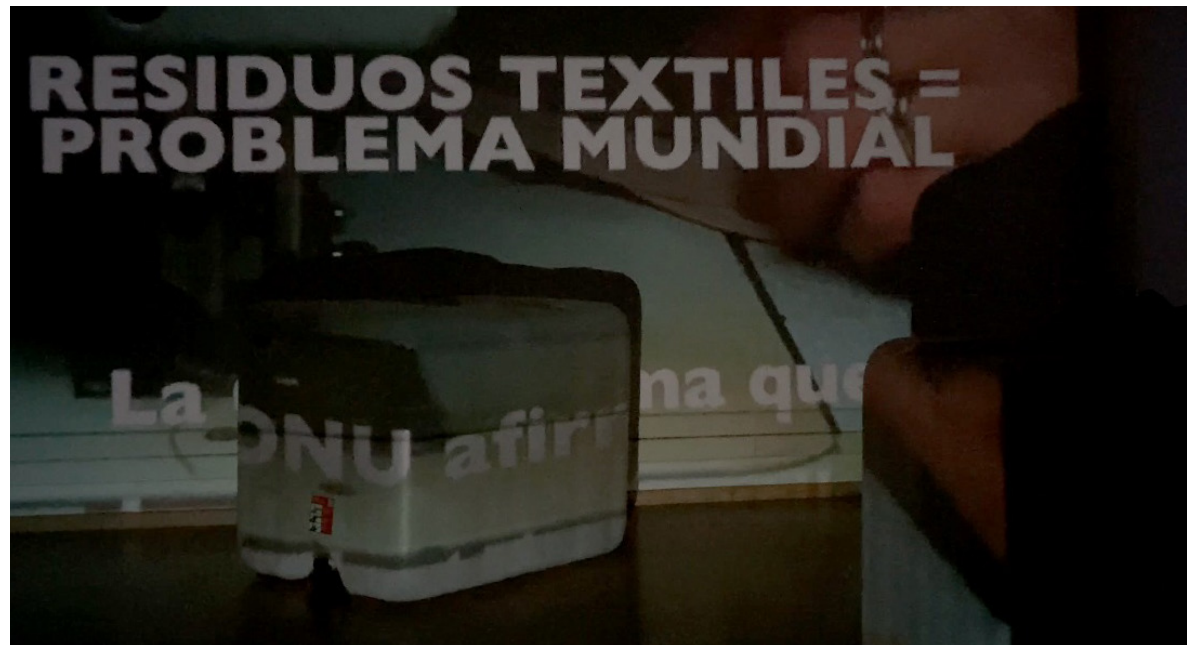
Atacama Fashion | 2024 Boxes Alcultura, Algeciras
Photo © Javier Viana

IMMERSIVE INSTALLATION | BOXES ALCULTURA

The entire floor is covered with clothing, inviting the audience to walk through a textile sea of disposable items or clothing that has never been worn, thereby reflecting on their own consumer behaviour. Audiovisual projections illustrate the unsustainability of the FAST FASHION model and its ecological and social impacts, based on official data. The images of textile machines and workers are shown on two 1,000-litre containers, which drift in a sea of hundreds of silent pieces of clothes.

The soundscape is composed of rhythmic compositions created by sewing machine and water sounds. For more than a month, the audience helped shape the installation by bringing and taking away clothes. This makes the participatory installation a lively and constantly changing exhibition.

According to a recent United Nations study, global textile production is responsible for **20% of wastewater worldwide**. Producing a single cotton T-shirt requires **2,700 liters of water**—the same amount a person consumes in two and a half years. The textile industry accounts for **approximately 10% of the annual carbon footprint**, more than all international flights and maritime shipping combined!



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Atacama Fashion | 2024 Boxes Alcultura, Algeciras
Photo © Javier Viana



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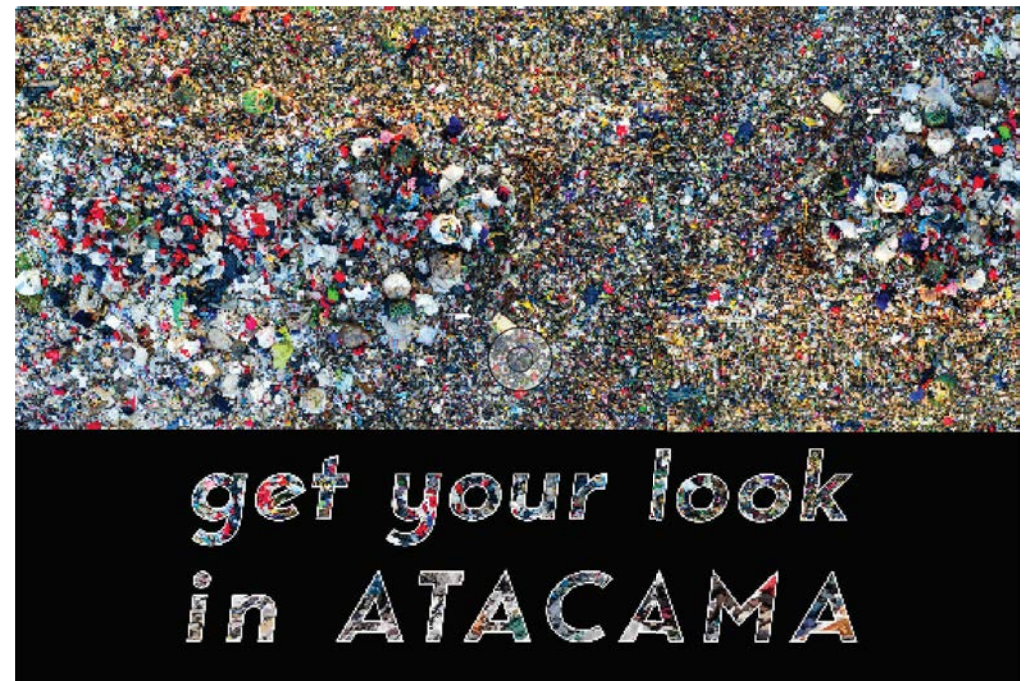
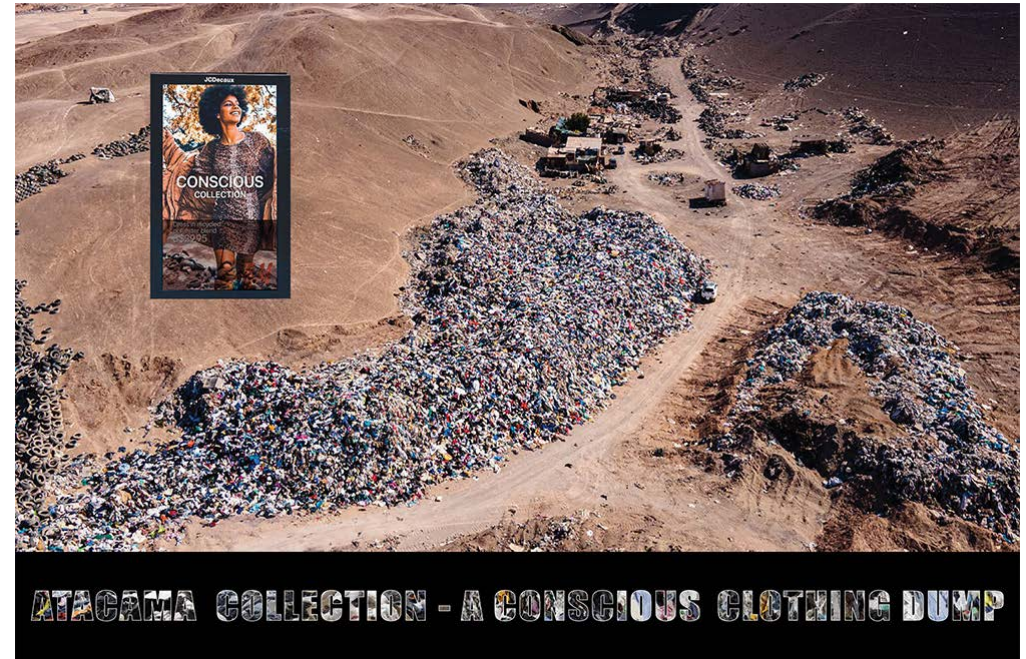
Atacama Fashion | 2024 Boxes Alcultura, Algeciras
Photo © Maria Moncada / Thio

PHOTO COLLAGE

PUBLIC SPACE | 2022, GRAZ, AUSTRIA

ada kobusiewicz | solo exhibition
photos from atacama desert © macarena denisse

size | billboards 008/1 & 016/1





TECHNICAL RIDER



WATER TANKS

14 colourfully painted water tanks*

14 LED lamps (20 cm diameter, 20 W / 230 V)

Dimensions of each tank: H: 1.1 m, W: 1 m, D: 1.2 m

*The number of tanks may be increased or decreased according to mutual agreement.

IMMERSIVE INSTALLATION

2 water tanks

Second-hand clothing*

3 video projectors

Audio system for sound design.

*The amount of clothing varies depending on the available space.

K.ADA (Ada Kobusiewicz)

k-ada.space

Rozprza, Poland, 1978. In 2004 she moved to Spain, where she completed a master's degree in Research and Art Production at the Academy of Fine Arts in Granada. In 2014 she completed a further master's degree in Lighting Design at the Academy of Fine Arts in Novi Sad (Serbia).

Her work focuses on 'neglected' environments, transitory spaces and the relationship between individual and collective discourses. She works with video, installation, kinetic art, language and performance. Her concept is always linked to dynamics and movement. Most of her installations are created in public spaces. She lives and works in Austria.

[CATALOGUE](#) | [TEXT](#) | [STATEMENT](#)

[MORE INFO](#)



Málaga, Spain, 1971. 'My mother put a rattle in my cradle and I have spent my whole life playing and searching for the rhythm that underlies languages.' Degree in performing arts with a focus on acting. Musical training at the Málaga Conservatory and the Escuela de Música Creativa in Madrid. Certificate in 'New film narrative forms: Creative Documentary and Self-Referential Cinema' from RTVE. A lover of the hybridisation of forms of expression, he has shaped his professional career as a writer, actor and/or musician for audiovisual projects and for theatre and dance companies. He has also worked in the fields of dramaturgy, composition and directing.

Two central themes characterise his work: water and rhythm. His work moves between writing, performing arts and documentary film, combining nature with music, visual arts and audiovisual media. His work is imbued with poetry, always aware of the ephemeral nature of the performing arts, and characterised by a social commitment that is characterised by attentiveness to materials, the natural environment and its biodiversity.

[MORE INFO](#)

Javier Viana

[PREVIEW](#)



Concentration is fundamental to finding solutions.
Ernö Rubik

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