

# Windows @ Walgreens

Leo Castañeda

*Concepts: Demo(s): Levels & Bosses*

On view May 12 – Aug. 1, 2021  
7340 Collins Ave, Miami Beach



Oolite Arts

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*Concepts:Demo(s):Levels&Bosses*



Above and Right: Walgreens 74th, Collins Avenue

Using the Walgreens Windows as a canvas that links the digital and physical world, Castañeda builds life-size character sheets for the concepts behind his video game *Levels&Bosses*. *Levels&Bosses* is a fine art video game that deconstructs the binaries and hierarchies pervasive throughout not only game design, but also our world. Subverting traditional boundaries between the environment and the individual, antagonist and protagonist, abstraction and representation it offers new models for imagining a future.

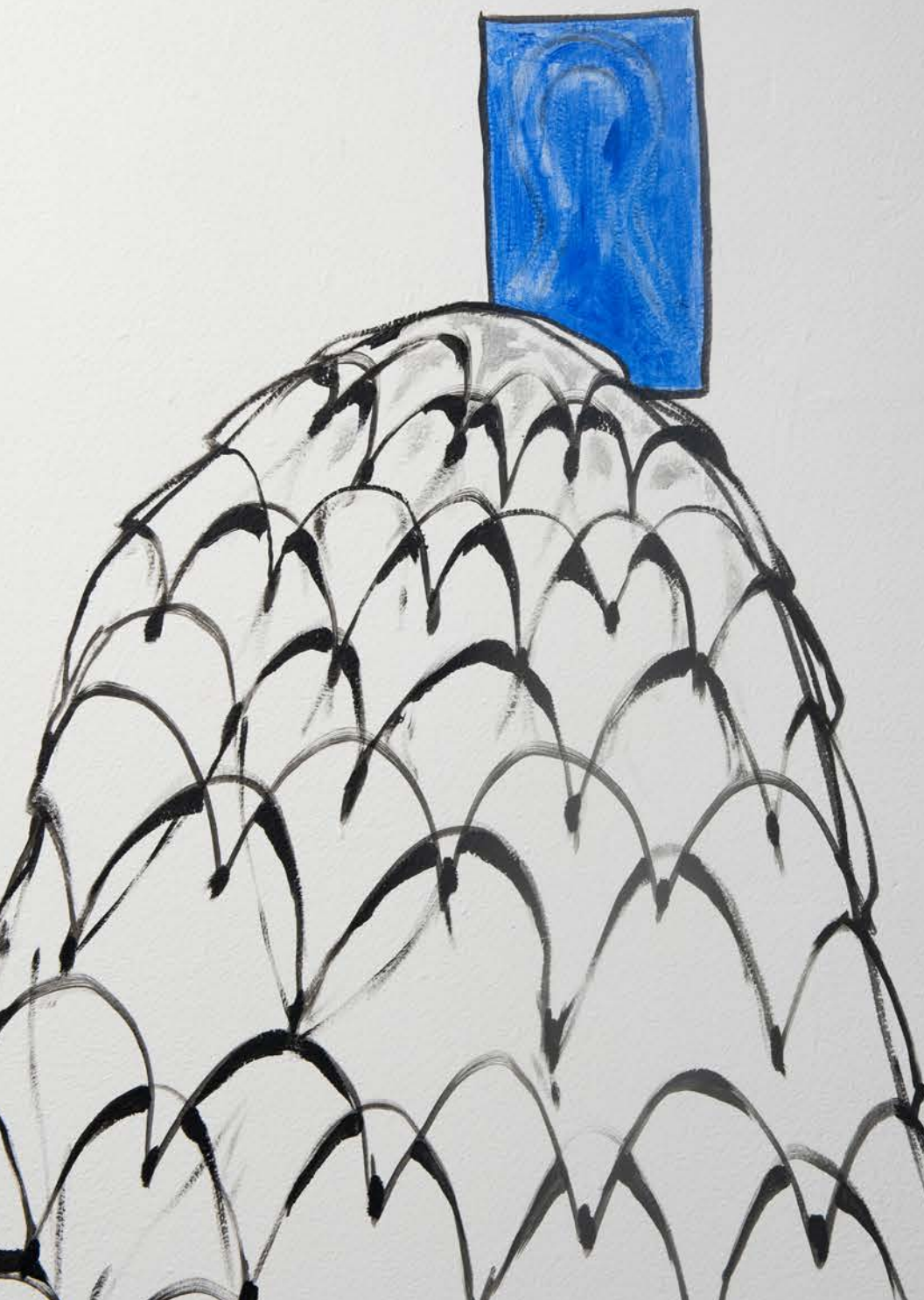




Walgreens 74th, Collins Avenue









The installation gives a layered look into the development process of the video game's worlds and characters. Mixing wall drawings, paintings and wallpapers pulled directly from moments in the game, Castañeda continues to build on the narratives, worlds and possibilities for *Levels&Bosses*. Passersby

are able to travel along the windows and experience a look inside the production of the game, similarly to how players would navigate the virtual space of the game interface, creating an "in real life" experience.

Castañeda's work fuses gaming, painting, virtual reality, drawing, and interactive sculpture, all which intersect and collaborate within the video game. Sourcing from both the real and the imaginary, he incorporates memories of his native home of Colombia and aspects of the Brazilian Amazon as a departure point for the worlds he creates within the game. The title, *Concepts:Demo(s):Levels&Bosses* builds upon its origin, *Levels&Bosses* and uses terms and language associated with hierarchical structures within gaming to explore and expand on the video game itself.

This site-specific installation is simultaneous to Castañeda's solo exhibition, *Demo(s): Levels&Bosses* at Tile Blush gallery showcasing paintings and video by mutating between analog and digital to render worlds where landscapes, technology, and entities all share sentience and interconnection.

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## About the Artist

**Leo Castañeda** (b. Cali, Colombia 1988) is an experimental game designer and multi-media artist living in Miami, FL. Fusing gaming, painting, virtual reality, drawing, and interactive sculpture, Castañeda's work probes how the language and structures of video games intersect with the world at large. Through open mythologies built across feedback loops between analog and digital, Castañeda's work reimagines the corporeal, ecological, and socio-political anatomies that govern our cultural operating systems.

Castañeda received his BFA from Cooper Union in 2010 and MFA at Hunter College in 2014. Residencies include SOMA Mexico City (2014); "Of Games III" at Khoj International in New Delhi India (2015); Bronx Museum AIM Fellowship (2017), and Oolite Arts Studio Residency (2018–2019). In 2019 the Wolfsonian-FIU Museum commissioned Castañeda to create a video animation. He is also a recipient of South Florida Cultural Consortium Visual/Media Artists Fellowship, Locust Projects Wavemaker Grant, and Oolite Arts Ellies Creator Award. After two years as a professor of 3-D animation at Florida International University, Castañeda currently teaches 3-D animation at New World School of the Arts.



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**Oolite Arts** strives to support its alumni community of artists through site-specific projects sponsored by Walgreens. In partnership since 2000, Oolite Arts and Walgreens present innovative exhibitions to bring contemporary art to the Miami Beach community.

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