

yo no sudo, brillo

SWEAT

yo no sudo, brillo



welcome to the Sauna

| *please leave your personal
belongings at the entrance*





Welcome to the Benidorm Sweat Olympics 2024! We will be diving into the world of relaxation and rejuvenation through the ancient practice of sauna bathing. Age is just a number, and the competition is all about embracing relaxation and good conversation, to feel GOOD and learn so many beautiful new things.

Set in the cozy confines of a sauna, the city of Benidorm, our seasoned participants gather to showcase their mastery in the art of leisurely lounging and engaging in delightful banter with the people of the city. As the steam envelops Benidorm and the temperature rises, our contenders settle comfortably into their seats, ready to demonstrate their prowess in the fine art of laziness.



the competition is all about

embracing relaxation

Throughout this workshop, we'll explore the history, science, and benefits of saunas, from the traditional Zauna to modern vaporwave options. Join us as we uncover the secrets of sauna etiquette, mindfulness techniques, and practical tips for maximizing your sauna experience.

After all, in a world that never seems to slow down, there's something truly special about embracing the simple pleasures of a lazy afternoon spent in good company. Let's embark on a journey of wellness together!




A close-up portrait of a woman with a large, elaborate crown made of many small purple flowers. She has a blue coin or medallion on her left shoulder. The background is a soft, out-of-focus light blue.

*Let's embark on a
journey*

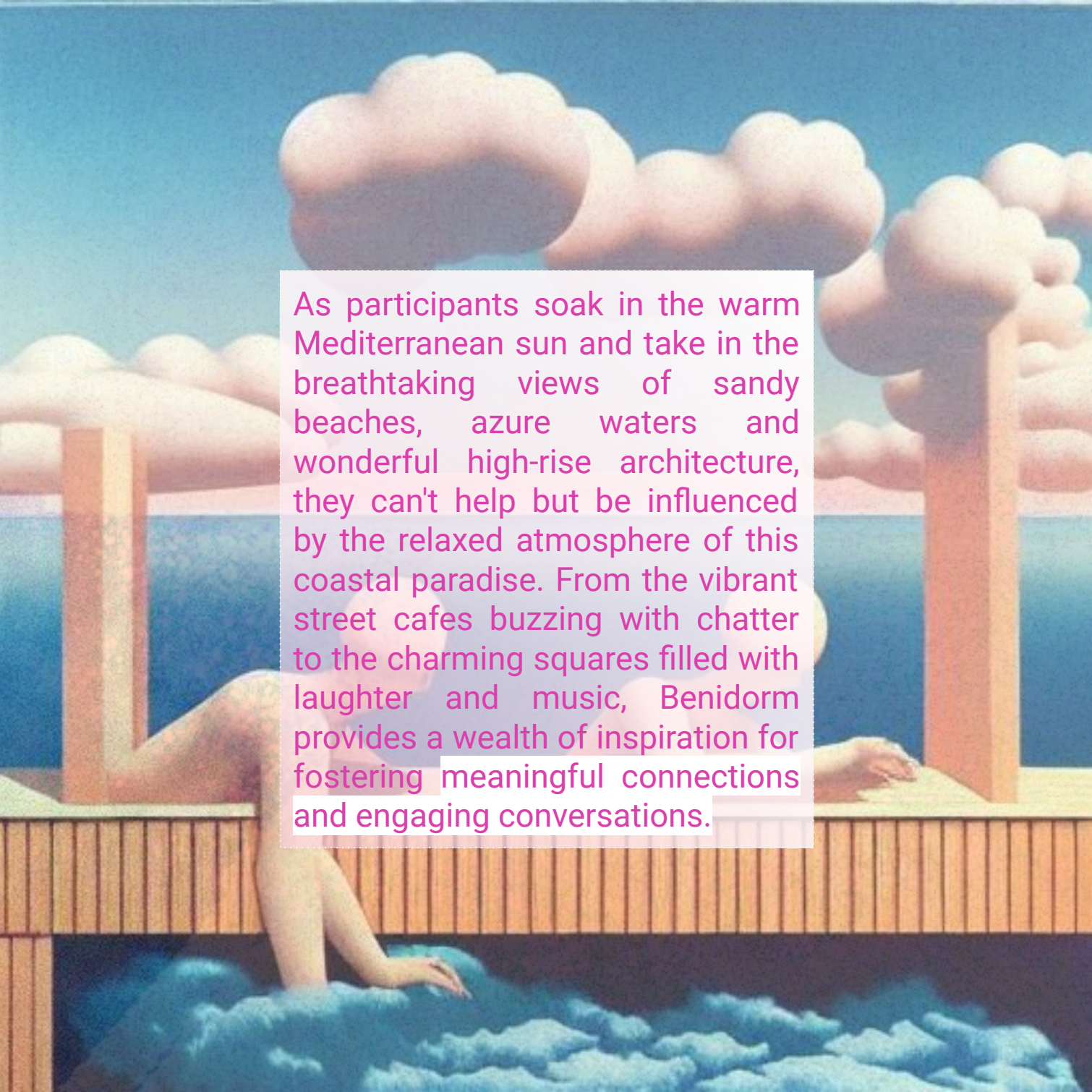
of wellness together

The background is a soft-focus photograph of a field of purple flowers. A diagonal shadow, likely from a person, runs from the top left towards the bottom left, creating a sense of depth and perspective. The overall color palette is dominated by the purples of the flowers and the muted greens and blues of the background.


follow me

The background image shows the interior of a wooden sauna. The walls and ceiling are made of light-colored wood. The ceiling is curved, creating a dome-like shape. On the left side, there is a waterfall feature with water cascading down. The floor is also made of wood, and there are wooden benches or platforms at different levels. The lighting is warm and ambient.

In the Benidorm Sweat Olympics 2024, participants not only compete in the art of sweating and relaxation but also have the opportunity to learn from the laid-back lifestyle of the city of Benidorm. Nestled along the sun-drenched coast of Spain, Benidorm is a sauna that embodies the essence of leisure and leisurely living, making it the perfect inspiration for the sweaty participants.

A surrealist painting depicting a person relaxing on a wooden deck. The person is lying down, with their legs and feet visible. Below the deck, instead of water, is a vast sea of white, fluffy clouds. Above the deck, the sky is a deep blue, filled with large, soft, white clouds. The overall atmosphere is peaceful and dreamlike.

As participants soak in the warm Mediterranean sun and take in the breathtaking views of sandy beaches, azure waters and wonderful high-rise architecture, they can't help but be influenced by the relaxed atmosphere of this coastal paradise. From the vibrant street cafes buzzing with chatter to the charming squares filled with laughter and music, Benidorm provides a wealth of inspiration for fostering meaningful connections and engaging conversations.



Wandering the streets and encountering many inhabitants, participants find ways to absorb know-how from others and to share their freshly found wisdom to the world. In the sauna, they sweat and relax together letting themselves go, blending in the Benidorm vibe and accumulating a wealth of experience to share and ultimately bring back home.

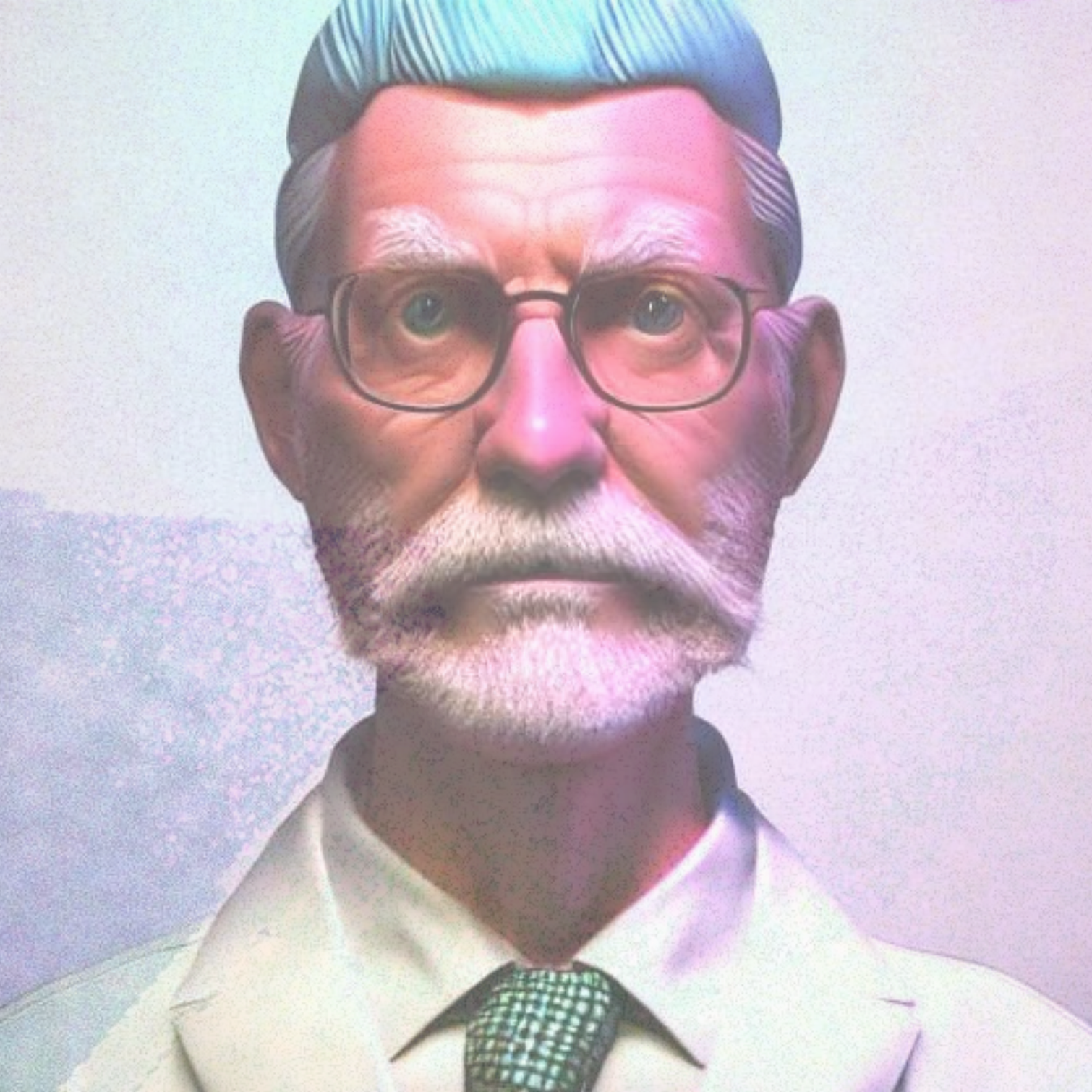
*It's just mildly
psycho active*





*I love my sauna
moments*

with you





allow me to share

*my freshly found
wisdom*

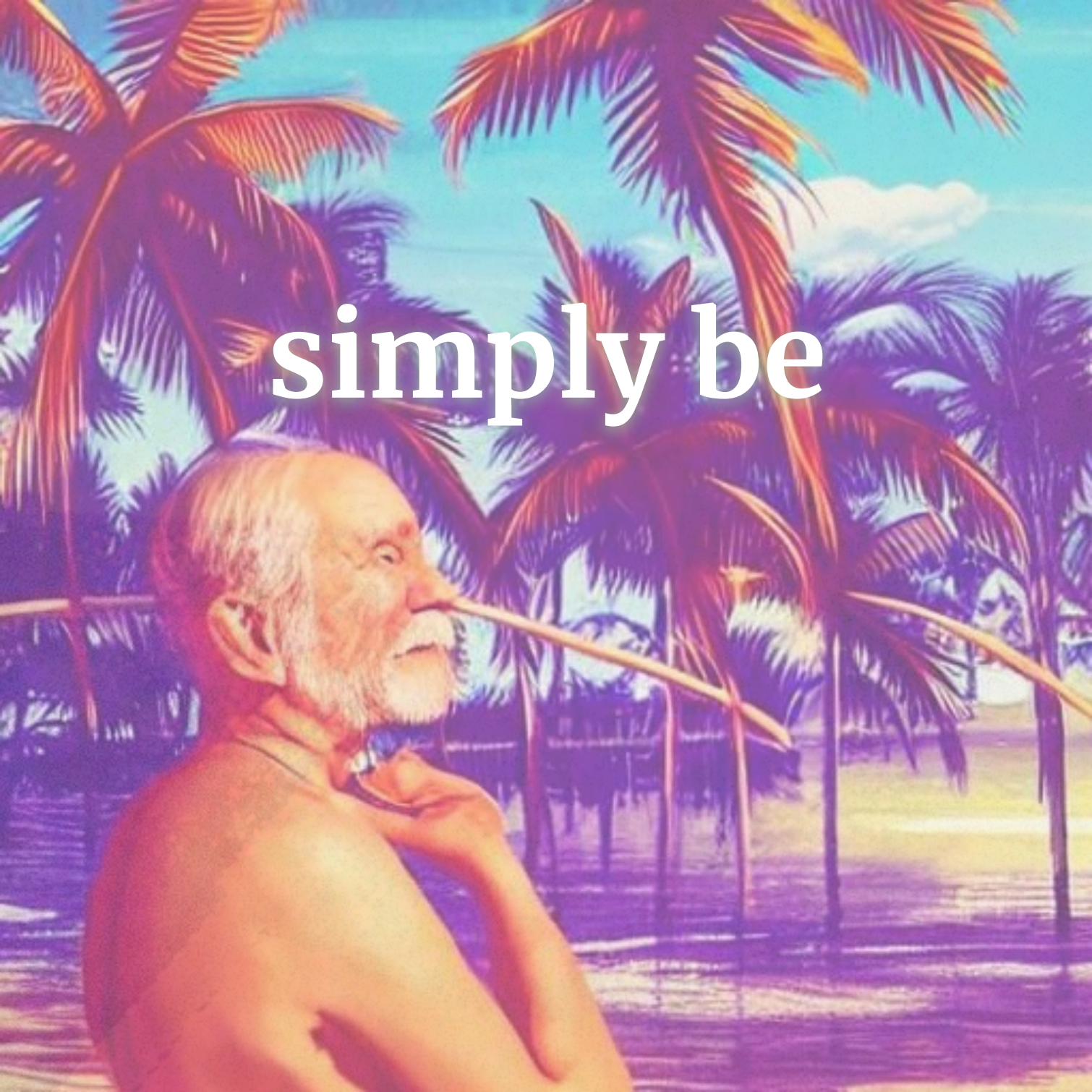


*age is just
a number*



enjoy delightful banter


simply be



entering the Sauna

| *Leave here:*

- ☐ *your clothes*
- ☐ *your ideas*
- ☐ *your plans*
- ☐ *your sections*
- ☐ *your shoes*
- ☐ *your worries*
- ☐ *all you know*



The participants, stressed under the load of architectural duties, arrive in the city from every corner of the globe to indulge in leisurely living and engaging conversations, eager to absorb wisdom from the city. These seasoned professionals, who overthink how to shape the built environment, now find themselves in the role of inhabitants of the architectural haven of Benidorm.

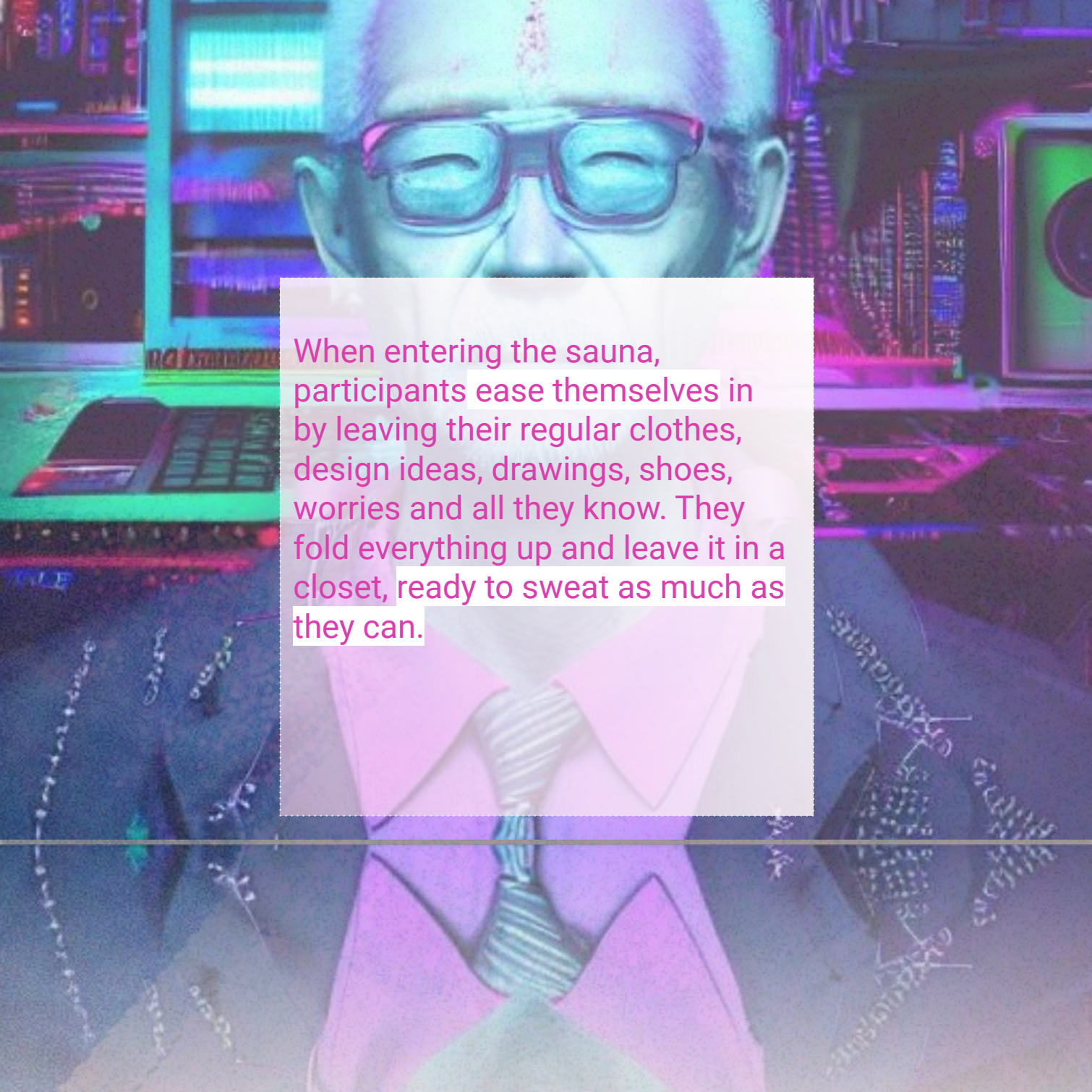


simply be



The architects embrace the opportunity to let go of their professional responsibilities and simply be. With no deadlines to meet or blueprints to draft, they relish in the freedom to unwind and connect with one another, exchanging stories, ideas, and laughter beneath the Spanish sun. The sauna experience allows them to release their preconceptions to encounter the epiphany of the city.



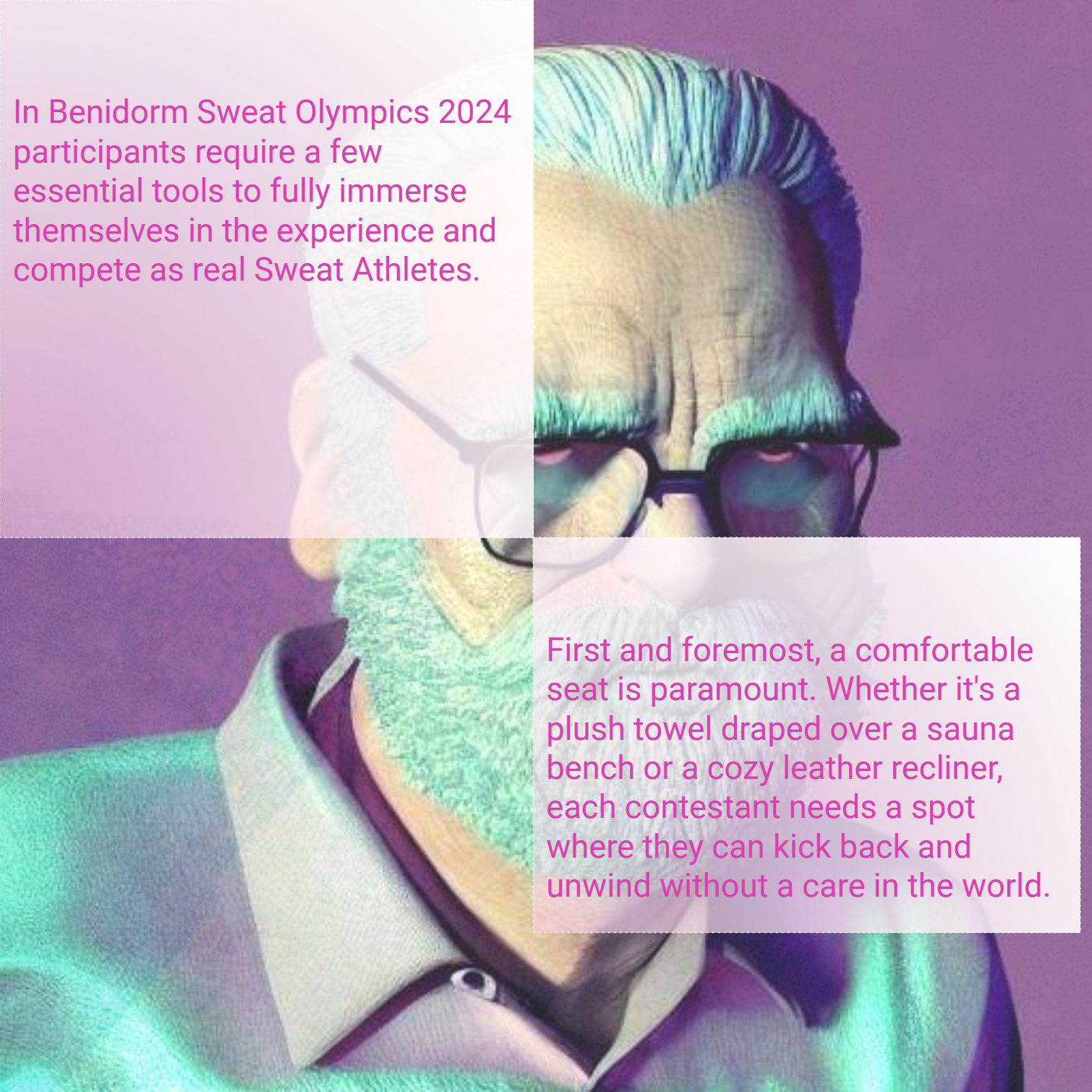
A man with glasses and a mustache, wearing a dark suit, white shirt, and a patterned tie. He is smiling and looking directly at the camera. A semi-transparent white rectangular box is overlaid on his chest, containing text. The background is a blurred office setting with computer monitors and shelves.

When entering the sauna, participants ease themselves in by leaving their regular clothes, design ideas, drawings, shoes, worries and all they know. They fold everything up and leave it in a closet, ready to sweat as much as they can.

Sauna tools

Please take:

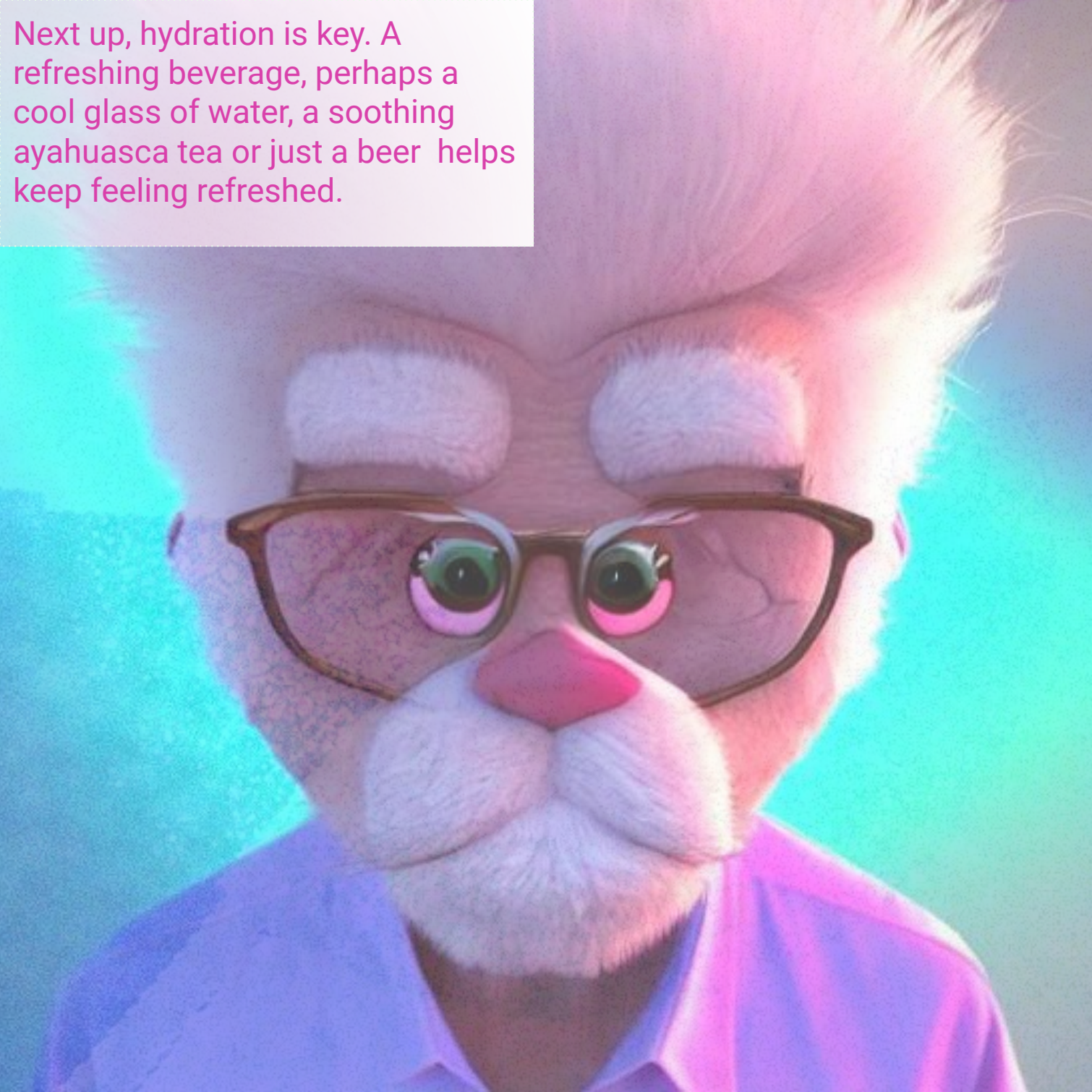
- ☐ a comfy seat
- ☐ a towel
- ☐ hydration
- ☐ a kebab stick
- ☐ a fan
- ☐ your body
- ☐ courage
- ☐ a chill pill

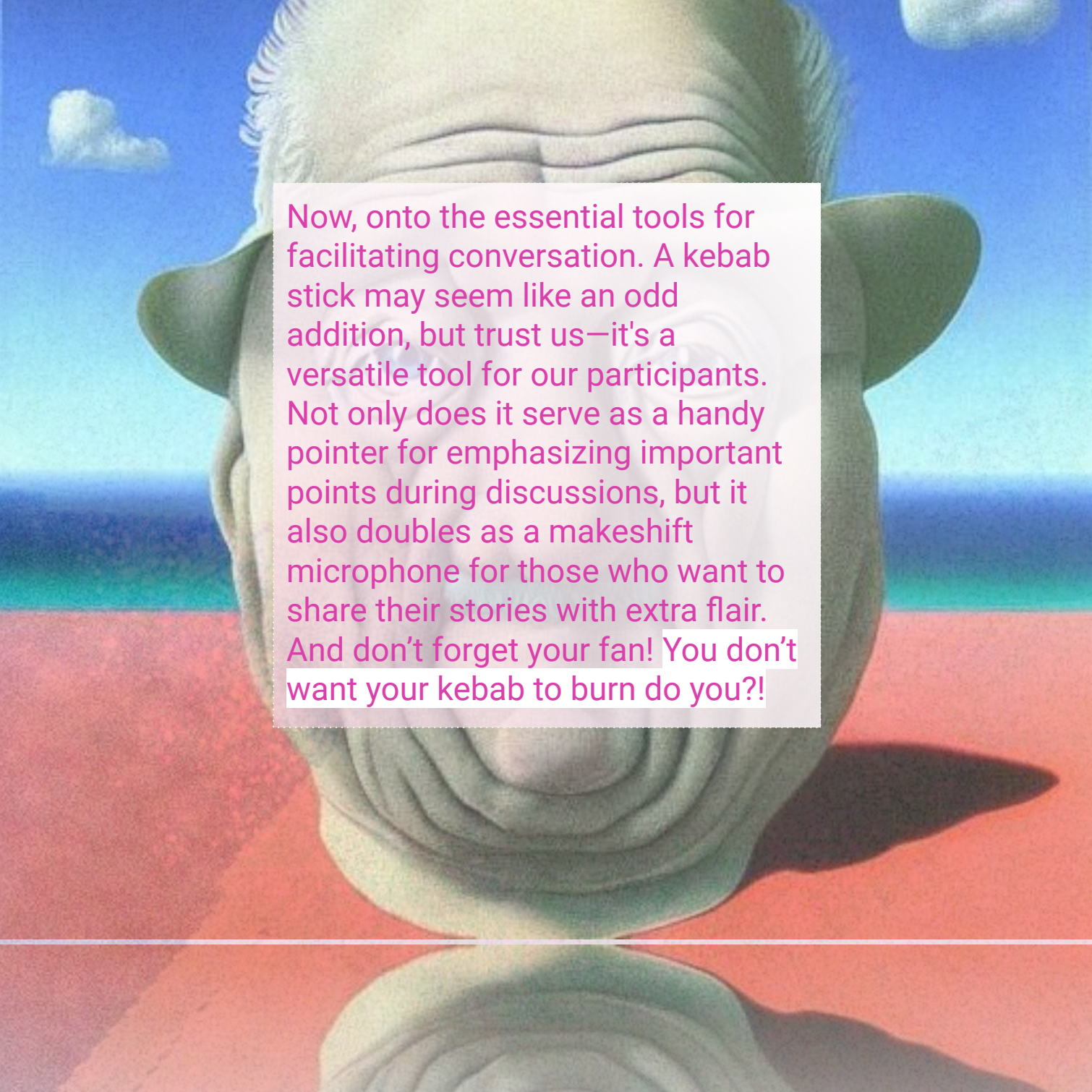


In Benidorm Sweat Olympics 2024 participants require a few essential tools to fully immerse themselves in the experience and compete as real Sweat Athletes.

First and foremost, a comfortable seat is paramount. Whether it's a plush towel draped over a sauna bench or a cozy leather recliner, each contestant needs a spot where they can kick back and unwind without a care in the world.

Next up, hydration is key. A refreshing beverage, perhaps a cool glass of water, a soothing ayahuasca tea or just a beer helps keep feeling refreshed.

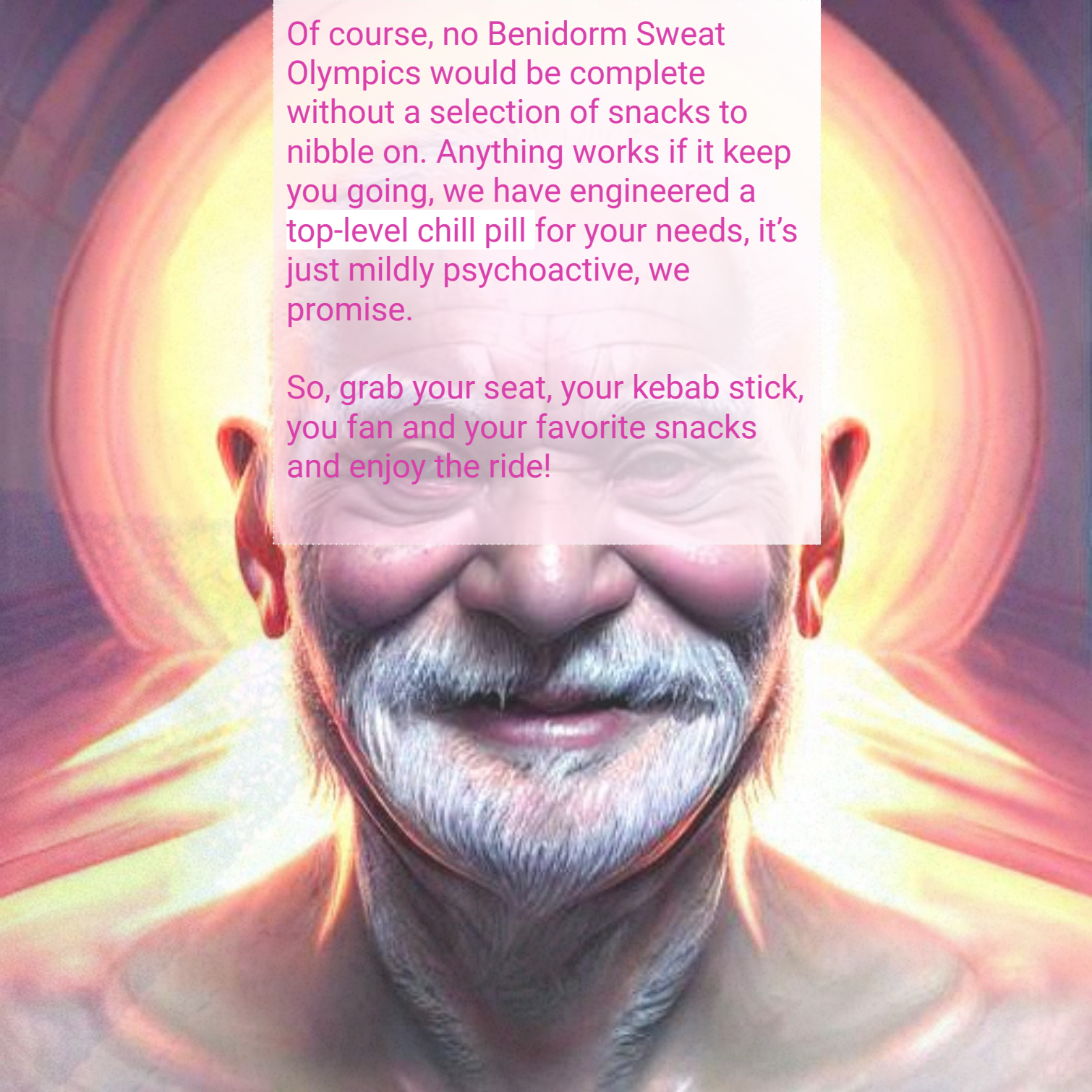




Now, onto the essential tools for facilitating conversation. A kebab stick may seem like an odd addition, but trust us—it's a versatile tool for our participants. Not only does it serve as a handy pointer for emphasizing important points during discussions, but it also doubles as a makeshift microphone for those who want to share their stories with extra flair. And don't forget your fan! You don't want your kebab to burn do you?!



kick back and unwind
without a care in the world



Of course, no Benidorm Sweat Olympics would be complete without a selection of snacks to nibble on. Anything works if it keep you going, we have engineered a top-level chill pill for your needs, it's just mildly psychoactive, we promise.

So, grab your seat, your kebab stick, you fan and your favorite snacks and enjoy the ride!




simply be



hydration is the key

A kebab stick may seem
like an odd addition



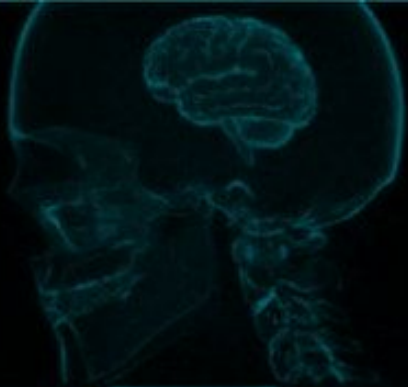
A photograph of a group of people, mostly older adults, at an outdoor event. In the background, four people stand in a row: a woman in a blue tank top, a man in a light blue button-down shirt, a woman in a light blue button-down shirt, and a woman in a blue strapless top. In the foreground, three people are seated: a woman in a white top, a woman in a purple and white striped top, and a woman in a blue strapless top. The image has a grainy, vintage quality. Text is overlaid on the image: 'cobling mechanism' in green at the top, 'how?' in large white script in the center, and 'copying mechanism' in green at the bottom.

cobling mechanism

how?

copying mechanism

**EXCHANGING
KNOWLEDGE
WITHIN THE GROUP**



teach
something
in 5
minutes

**ABSORBING
SKILLS
FROM BENIDORM**



*Hello madam,
could you teach
me how to ride
your electric
wheelchair?*

**SWEATING
KNOWLEDGE BACK
TO THE COMMUNITY**



wanna
go for a
ride?

**CARRYING
KNOWLEDGE HOME**





let me absorb

the know-how

**LEARNING
HOW TO
TIE SHOES**

**LEARNING
HOW TO
MAKE A KEBAB**

**MAKING
WRAPS TO EASIAN**

**OPENING
A NIGHT SHOP**



let me soak

let me soak

in the know-why

Expected outcomes

Expected outcomes



Angelo Ciccaglione (IT/NL) || @angelociccaglione

is a spatial practitioner based in Rotterdam (NL). He is very corporate and ready to implode the system from within. Exploration of new (urban) territories and immersion as a methodology are his daily bread.

He took part in EASA as: tutor in EASA 2022 and EASA 2023, organiser of INCM 2023 and participant of Eterotopia 2018.



meet the tutors

W66C [W6 [N[OL2

Diana Ferro (IT/NL) || @dianaf_minimondes

is an interdisciplinary artist currently based in the Netherlands. She plays with books, materials and space and reflects on being, late.

She took part as a participant and guest to EASA 2016,2017,2020,2021,2023; as tutor to EASA 2022; as organizer in INCM 2023 and eterotopia 2018.



References

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- ★ D. Martin- *Mirror touch synesthesia, thresholds of Empathy with arts.*
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