

La *
Cuadrilonga
Jornée



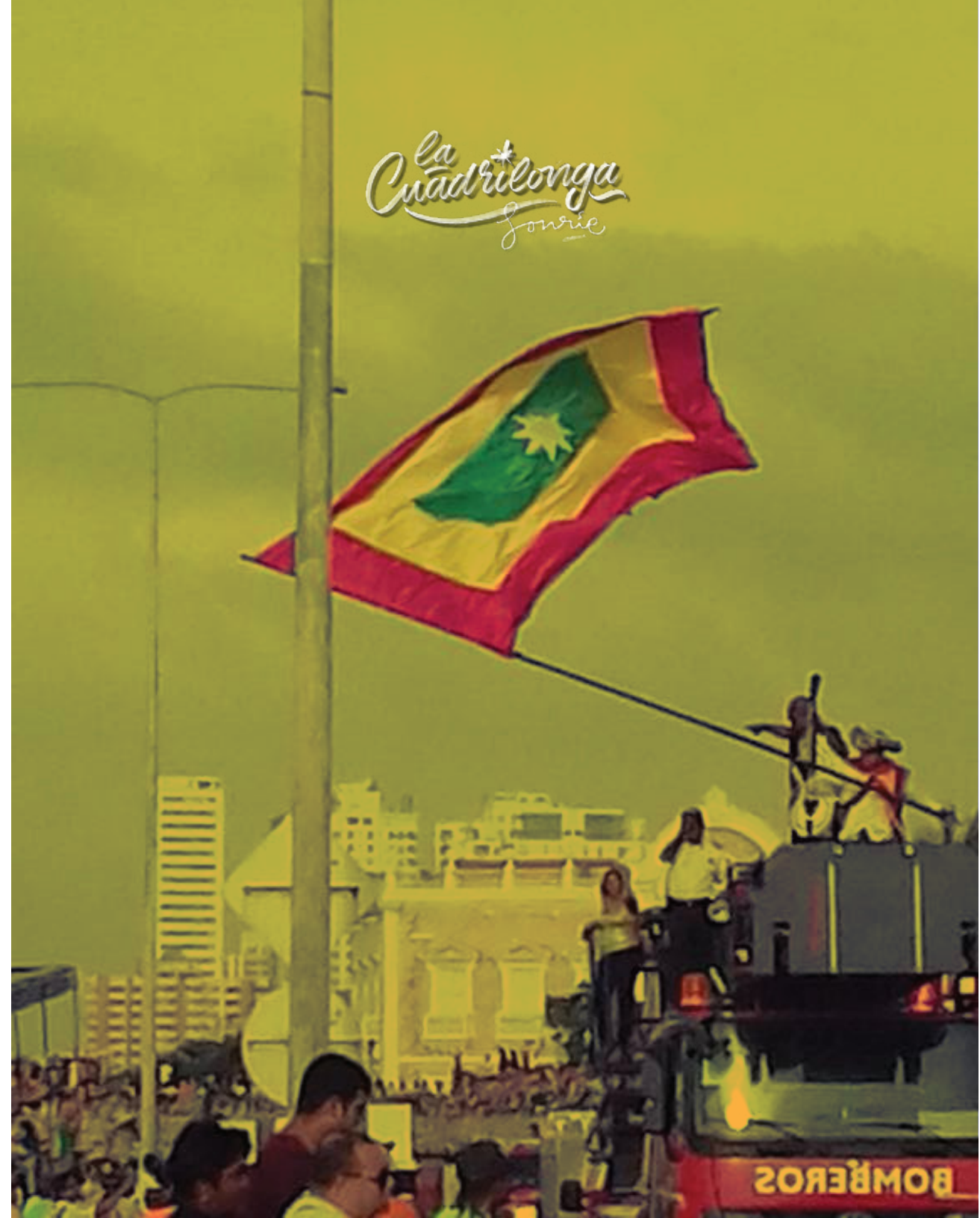
[CONCEPT]

_ The quadrilonga is the flag created by the Colombian rebels who fought for the Independence of Cartagena (the first free state of Spain's Latin American colonies) in 1811. Since then it has been the official flag of the city, as well as other cities in the region, such as Carmen de Bolívar and Barranquilla.

It is called the "quadrilonga" because it is composed of three concentric rectangles which frame an eight-pointed star.

The traditional flag is characterized by four colors of which each represents part of the city's heritage:

- * Red: representing the blood of the patriots.
- * Yellow: representing the sun and the wealth of the earth
- * Green: representing the hope of a dignified homeland.
- * White: the eight municipalities that made up the province of Cartagena are represented in the eight-pointed white star.





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Marion ⚡
#ElDeLasLetras • muros •
HOY MÁS QUE NUNCA #Sonrie 📌
@caribbeanvibesco #citaenletras #letrasenlacama
La energía nos une ⚡

windspot, aliaschocolate, ider_ctg y 64 personas más siguen esta cuer

SONRÍE LE... La cuadrilo... EMPRENDI... DOS EN LE... COMIDA



[Marion.ve]

Artist, influencer, entrepreneur. Through art, he expresses his positive energy and calligraphic identity. The Cartagena-based artist has developed various artistic projects with companies and entities such as the Cartagena Convention Center, the UK Embassy, Hotel Estelar, Hotel Hyatt, Juan Autos, Vélez amongst others.

"Sharing Energy through Art"

[Smile]

A personal initiative that has slowly and surely transformed into an extended artistic identity for the city.

"Smile" embodies Marion's desire to conjure up the essence of who we are and what we value.

Is there anything more authentic than a genuine smile coming straight from the heart?

Built over five years, "Smile", has become a graphical gift to the city, an uplifting message from this charming Caribbean city to the world.

Throughout Cartagena there are repeated versions of the same message (without discriminating neighborhoods or areas) - a written representation (graffiti and aerosol technique) of the word and the vibe and sensation that it provokes.



For five years, the concept has been gaining in popularity and recognition throughout Cartagena creating an uplifting feeling - an inner smile - within the city's one million inhabitants.

"With this simple instruction, I have tried to contribute to the idea of a city that vibrates through the colors of its streets and the warmth of its people," says Marion.

This short but infectious word has become every bit as representative of what it is to be from Cartagena,



as the white, red, yellow, and green flag that has symbolized the city for two centuries, mile - within the city's one million inhabitants.

Many of the city's public institutions and private companies have connected with the good vibes and energy of Marion's creative campaign to make Cartagena smile.

It's from this place that his latest art project was born, a desire to harness this positive energy and build on the power of "Sonríe" (smile in Spanish) that has become an integral part of Cartagena's identity.



To celebrate the city's capacity to smile at even the most difficult points in its historic timeline.

"As an artist from Cartagena, I have always wanted to transmit energy, a sense of belonging and above all, my pride in being from the Caribbean to shape and celebrate the city's identity. With my art and letters represented in different formats, from paper to murals, I have captured everything that the city transmits to me: who we are, the strength we have to smile and our collective ability to progress as the "heroic" city for which we have always been known."

One of the initiatives that have celebrated this concept is "Cartagena Unida" - a non-profit initiative, a response to the financial difficulties created by the global pandemic. Cartagena Unida is an initiative to unite neighborhoods at different ends of the food chain. This is an inspirational effort to persuade those fortunate families with more food and money than they need to share their abundance with those suffering in the most vulnerable neighborhoods of Cartagena.

The end result was to deliver thousands of boxes with basic food staples to those most in need.

"With Cartagena Unida I helped with the logistics collection, packaging and delivery and beyond that I also invited people to "Smile", to exchange good vibes, to unleash the kind of feeling that only art can; that feeling of putting your hands on your heart and with the warmest of smiles transmitting our very essence. Because when we share the best we have, when we smile, we share our very being. By beaming a smile out to the universe, we inspire others to smile back," says Marion.

"In three and a half months we delivered more than 17,000 food parcels, inspired by a smiling and energetic team; I was able to give a graphic meaning to all those who share a desire to improve, to be better, a smiling army mobilized throughout the city, gathering, packing and delivering aid to those who need it at this difficult time."

[Boxes tagged by hand]







“Tapado es más bacano” (covered up is cool) is another initiative that has joined the concept of “Smile” to help benefit the health sector.

The initiative aims to deliver more than 100,000 masks throughout the city to raise awareness about the use of masks and their safety benefits in these times of global pandemic.

“I participated in this process together with a wonderful group of people from Cartagena who wanted to contribute ideas and educational solutions to the problems that were being felt. In this initiative, I was able to participate as the creative director and it allo-



wed me to learn from what we are in Cartagena. The message: ‘covered up is cool’ refers to us taking care of ourselves. You don’t stop being you by wearing a mask, you use it for a higher purpose; to take care of you and yours, to be able to continue being.”

This is represented in four key concepts SMILE - FEEL - THINK - CARE, which was reflected in the design of the masks and in the communication of the campaign.

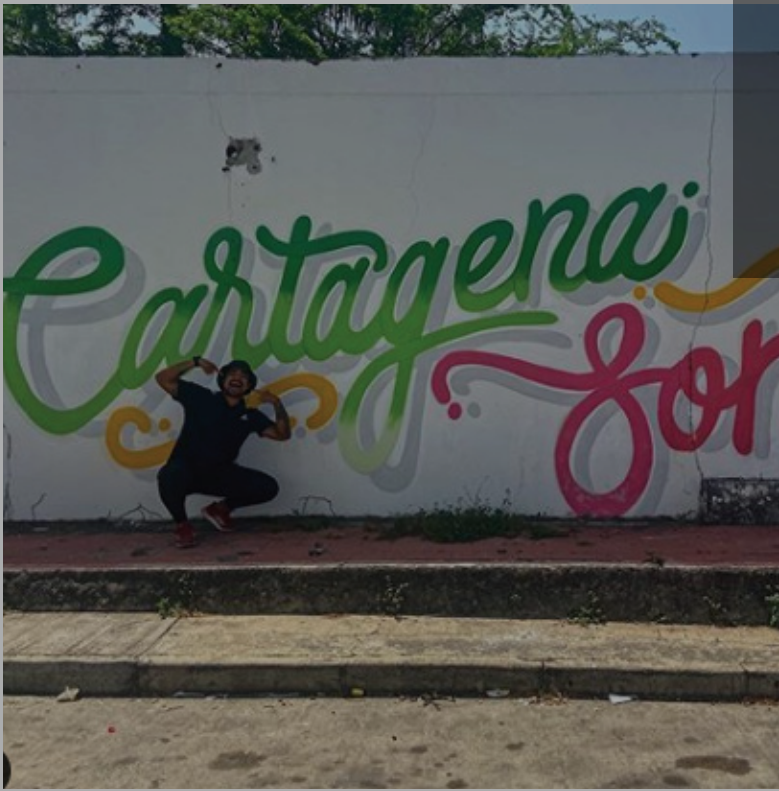
As well as these, there have been other initiatives such as “Cartagenidentity in letters” for the Society of Public Improvements of Cartagena and “In Cartagena



we take care of ourselves” for Global Shapers Cartagena, as well as projects for other public and private entities, that have formed and helped fund Marion’s development as an artist, allowing him to learn and grow in his work. “Beyond drawing or creating pieces, these projects have allowed me to receive tons of energy that today make me a better citizen, a better person, someone that wants to share and give back everything that I have received from this amazing city. We are the reflection of what we decide to give and receive, what we process in our hearts, and what we send out to the world with our smiles.”



"We are the reflection of what we decide to give and receive, what we process in our hearts, and what we send out to the world with our smiles."







La * Cuadrilonga Jorie



[THE PROJECT]

The cuadrilonga project is a series of four graphic art works, each one with the range of colors of the “Cuadrilonga” flag and with the letters “Smile” (Sonrie in Spanish) in white in the center representing the star that unites us as Cartagena, and the smile of each and every one of those who share the feeling of being Heroic.

- * Four graphic works made by hand, mixed technique (vinyl and spray) on canvas of 1 x 1.8 mts.
- * There will be a virtual exhibition in the gallery, with an installation of some boxes marked with “Smile”, photographs by the audiovisual team behind the project, and one graphic piece that “summarizes” the Cuadrilonga.

The purpose is that each of the pieces is auctioned starting with a value of USD\$1,000 (per piece),

Pre-auction value (each piece): USD \$3,000*



10%
CARTAGENA
UNIDA

DESTINATION
The purpose of the sale of the pieces is to generate funds for three good causes.

10%
PLATAFORMA
ARTÍSTICA

10%
FUNDACIÓN
AMIGOS DEL
MAR

400
Tapabocas para
"TAPADO ES MAS
BACANO"

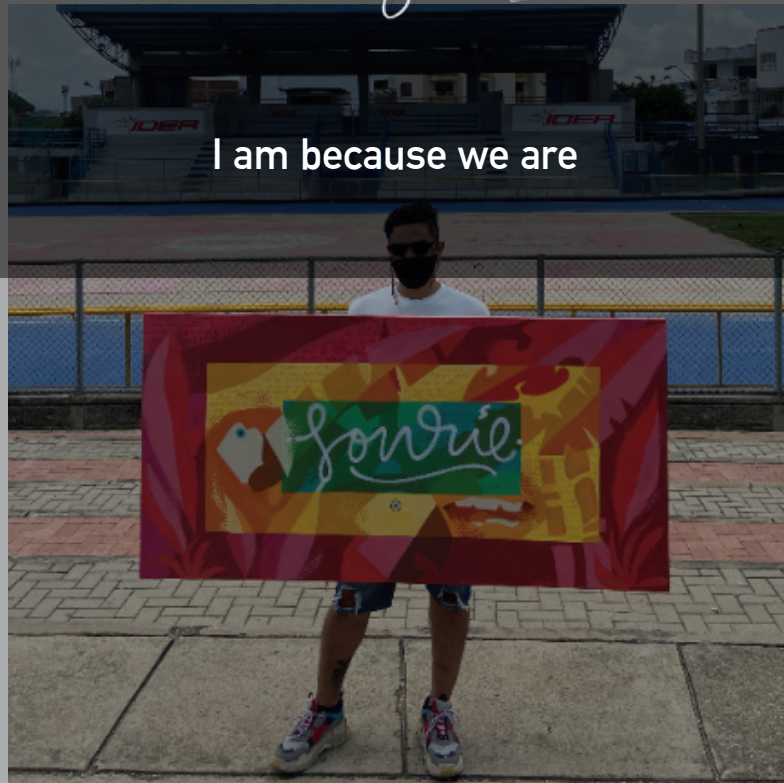
7.5%
GLOBAL SHAPERS
CARTAGENA
- BOSKE -







la Cuadrilonga
fondrie



I am because we are





*la Cuadrilonga
Jonrie*

[The Artist]

Marion.ve

Instagram:..... <https://www.instagram.com/marion.ve/>

[Photographs]

Mateo Lepasqueur..... <https://www.instagram.com/lepesqueur.co/>

Andrés Espinosa.....<https://www.instagram.com/andresespinosa1030/>

[Initiatives and Movements]

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[Cultural management]

Kultureco.....www.mundokultureco.com