

THE DRAG SIDE OF MADRID

A PHOTOGRAPHIC PROJECT BY ALBERTO LUSSANA

GENERAL INFORMATION

Title: The Drag Side of Madrid

Author: Alberto Lussana

Type: Photography Exhibition

Location: La Bohemia, Plaza de Chueca, Madrid

Dates: June 18, 2026 – July 18, 2026

Opening (Vernissage): June 18, 2026 – 7:00 PM

Format: Approximately 200 photographs + audiovisual installation

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DESCRIPTION (SHORT VERSION)

The Drag Side of Madrid is a photography exhibition documenting the drag scene in Chueca, one of Madrid's most important cultural and nightlife hubs.

Through a series of images, the project captures both the energy of the performance and the invisible processes behind it, presenting drag as a contemporary art form where identity, aesthetics, and freedom converge.

DESCRIPTION (LONG VERSION)

The Drag Side of Madrid is a visual exploration of the drag universe in the heart of Madrid.

The project emerges from direct observation and immersion in Chueca's nightlife, a space where identity is constantly reinvented and expression has no limits. Through photography, it builds a visual archive that documents both the spectacular dimension of drag: lights, music, stage presence and the invisible work that sustains it: preparation, rehearsal, and character construction.

Beyond the spectacle, the project presents drag as a contemporary language that articulates aesthetics, community, and freedom. The images not only capture what happens on stage, but also what takes place before and after, revealing an artistic practice rooted in dedication, precision, and transformation.

In this context, drag appears as a collective form of expression, deeply connected to its environment: Chueca, a place where every night becomes a shared space of creation, identity, and celebration.

KEY CONCEPTS

Drag as a contemporary art form

Transformation as a visual language

Nightlife as a creative space

Backstage as an essential part of the performance

Community as the foundation of artistic practice

ABOUT THE EXHIBITION

The exhibition consists of approximately 200 small-format photographs arranged in a continuous installation across the space.

The journey begins with an iconic element of the drag scene, the Billete Star, serving as a narrative starting point and symbol of the relationship between performer and audience.

The images alternate between live performances and intimate moments: stage acts, makeup, preparation, and details that reveal the complexity of the creative process.

The installation is complemented by audiovisual content featuring drag performances, creating an immersive experience that expands the photographic narrative.

CONTEXT: CHUECA

Chueca is one of Madrid's main cultural and social centers, widely recognized for its role in the LGBTQ+ scene.

In this project, the neighborhood is not just a setting, but a protagonist a living stage where new forms of identity and expression are created every night.

ABOUT THE AUTHOR

Alberto Lussana is a photographer whose practice is rooted in observation and proximity.

His work sits within contemporary documentary photography, with an approach that seeks to capture reality without intervention, allowing images to emerge naturally from the situation.

Through his work, he explores how the everyday can transform when observed closely. In the drag scene, he found a space where identity, effort, and expression coexist with particular intensity.

He works in both analog and digital formats, in color and black and white, in a continuous process of searching for what is essential.

Proyectos expuestos:

2025 — That's life, a wonderful adventure

2014 — Siam: terra degli uomini liberi

CRITICAL TEXT

Alberto Lussana's work is rooted in the tradition of documentary photography, yet shaped by a contemporary sensitivity that moves away from purely descriptive approaches.

In *The Drag Side of Madrid*, the images function as fragments of a lived experience. Rather than explaining the drag phenomenon, they bring the viewer closer to its complexity, a reality where spectacle, discipline, excess, and vulnerability coexist.

Far from an exoticizing gaze, the project builds a narrative grounded in presence and observation, where each image suggests more than it shows.

In a context saturated with images, this work proposes a different way of seeing: slower, closer, and more human.

CONTACT

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ES UNA FORMA DE ARTE QUE TRANSFORMA LA IDENTIDAD EN EXPRESIÓN

Y LA NOCHE EN UN ESPACIO DE LIBERTAD.