

Waad / وَعْدَ
The promise

Overlooking both the Atlantic and the Mediterranean, the city of Tangier, is a geographical and historical link between the new and the old world, the orient and the occident, Europe and Africa. A cultural frontier, permanently suspended between the real and the potential.

Home to many world-renowned artists, writer and painter during the era of during Tangier's "golden era" (1924-1956), when it was an "international zone", the city remains some kind of exotica close at hand, while Europe, only a short boat-ride away, persists as the mirage for those living on the other side of the Strait of Gibraltar.

Geographical and mental metaphor of the border, Tangier is the city of the eternal promise, whose daily dynamics well reflect the asymmetries of the neo-colonial relations existing between Europe and the north of Africa.

The promises made over the more than 40 years of Spanish protectorate, with its nostalgia and closed cinemas.

The promises made by the promoters of the city's rapid urbanization, who have turned the concrete into their trophy.

The promises made by those who promote a lucrative tourism, with a colonialist aftertaste.

The promise as a mobilizing or paralysing element, used as a form of control, shows its most eccentric and extreme face in Tangier, where the fragile balances existing between the South and the North of the world emerge, exposing the gap between "those who have", and "those who are only granted to desire."