

Press release

PHOTOGRAPHY EXHIBITION

GD4PhotoArt – La fotografia s'industria /Photography meets Industry

www.gd4photoart.com

Bologna, Pinacoteca Nazionale

Via Belle Arti, 56

Opening: November 21st, 6.30 pm

From November 22nd to December 30th 2012

Tuesday – Sunday: 10 am – 6 pm. Closed Monday

Free admission

The third edition of the “GD4PhotoArt – “Photography meets Industry” photography contest exhibition opens in November this year.

Once again the Fondazione Isabella Seràgnoli and G.D, worldwide leader in the packaging machinery sector, promoted and organised the selection of outstanding photographic projects dedicated to industry; as usual, the contest will conclude with a comprehensive exhibition at the Pinacoteca Nazionale in Bologna.

The aim of this initiative is to document and support image research activities related to industry in all its aspects: location, architecture, people, products, environments and relationships with a biennial selection of young photographers. This year the contest was open to artists from outside Europe. Their work contributes to the development of a systematic and on-going project aimed at collecting information and art works through regular contact with artists, critics, museums, and operators in this sector.

GD4PhotoArt was established in 2007 to promote the work of young artists under 40 years of age and to create a database and repository of industrial photography which will become part of a permanent collection in an exhibition space currently under construction. This centre will constitute a meeting point between creativity and technology.

The work of the four finalists of the current edition: Andrea Stultiens – Netherlands, Jiang Jun – China, Tomoko Sawada – Japan, Txema Salvans – Spain, describe currently existing situations, although expressed in an original creative manner. They use metaphors, staging, journalistic reporting, and documentary narrative to indirectly penetrate social conventions, the workplace, and the transformation of their environment.

Andrea Stultiens creates “invented” documentaries, Tomoko Sawada groups people and objects reduced to a purely decorative function; objective images but of a false reality are the techniques of Jiang Jun and Txema Salvans.

Through the lens of Txema Salvans, strange and disturbing industrial landscapes are transformed into bizarre spots for leisure and vacation. In his work “Based on real facts/Basato su fatti reali”, the sea behind the photographer is invisible...while his lens is directed at chaotic, surreal, and incongruous landscapes.

With apparently frivolous staging, in her work entitled “Skin/Pelle”, Tomoko Sawada makes an ironic protest against a culture that compelled Japanese women to maintain an image of permanent youth and beauty.

“Crafted/Fatto a mano” is the project by the Dutch artist Andrea Stultiens who cleverly mixes different formats, techniques, and photographic methods, alternating B/W with colour shots to create an “invented” documentary archive to show the realities and sometimes the paradoxes of the production of handcrafted goods (in this case – Uganda) in a globalised world.

In his project “The village with a Skyscraper/Il villaggio con il grattacielo”, Jiang Jun tells the story of a small town that has been rapidly transformed from a farming community to industrial town, investigating the transformation of the landscape, the birth of tourism, the disproportionate scale of new construction.

If we had to search for a common denominator among the works proposed this year, perhaps it would be represented by a common desire to rearrange the codes of so-called journalistic documentary photography aimed at offering viewers an interesting point of reflection on the types of photographic language that can be used to describe the world we live in.

An international jury chaired by Isabella Seràgnoli, President of G.D, and composed of Quentin Bajac, Musée National d'Art Moderne, Centre Georges Pompidou, Paris; Gabriele Basilico, photographer; Giovanna Calvenzi, journalist and photo editor; Giuseppe Ciorra, MAXXI Architettura; Daniela Facchinato, photographer; Laura Gasparini, Fototeca Biblioteca Panizzi, Reggio Emilia; Michael Hoppen, Michael Hoppen Gallery, London; Piero Orlandi, Istituto per i beni artistici culturali e naturali della Regione Emilia-Romagna; Roberta Valtorta, Museo di Fotografia Contemporanea di Cinisello Balsamo, Milan. The jury asked twenty-two internationally recognised experts in twenty-two countries to each submit the names of two young local photographic artists.

Among the 39 projects submitted, the jury selected 4 finalists who each received the same amount of prize-money for the completion of their artistic project.

The jury assessed the work by the 4 photographers and found them all to be interesting in concept, of very high quality, and particularly coherent with the GD4PhotoArt cultural project. After careful evaluation, the jury decided to award the first prize ex-aequo to the projects presented by Andrea Stultiens and Txema Salvans.

Salvans proposed an individualistic and original interpretation of consolidated photographic expression while Stultiens showed considerable initiative in exploring technical and creative limits of photographic methods, incorporating experience and forms of expression from other contexts. Both contestants were considered to possess the quality and originality required for the project and for this reason, the jury decided to award both artists the first prize.

The exhibition, promoted by G.D and the Fondazione Isabella Seràgnoli, also includes a catalogue in Italian and English edited by Giovanna Calvenzi, and published by Damiani Editore.

The catalogue text and high definition photographs can be downloaded from the following link:

http://www.gd4photoart.com/gd4art/ita/press_area.html

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