



PRESS RELEASE

Exhibition

THE TELEFÓNICA CONTEMPORARY PHOTOGRAPHY COLLECTION

DATES:	28 th January - 5 th June 2005
WHERE:	Exhibition galleries on the ground floor
OPENING TIMES:	from Tuesday to Saturday (holidays included), from 11 a.m. to 9 p.m.; Sunday from 11 a.m. to 3 p.m.
CURATOR:	Carlota Álvarez Basso
CHIEF CURATOR:	Iñaki Martínez Antelo
COORDINATOR:	Marta García Viña
PRODUCED BY:	MARCO, Museum of Contemporary Art Vigo
SPONSORSHIP:	Telefónica Foundation

NUMBER OF WORKS OF ART ON EXHIBITION:

The exhibition is composed of 52 photographs by the 38 participating artists.

ARTISTS ON EXHIBITION: 38

- Marina Abramovic (Belgrade, Serbia and Montenegro, 1946)
- Helena Almeida (Lisbon, Portugal, 1934)
- Francis Alÿs (Antwerp, Belgium, 1959)
- Miriam Bäckström (Stockholm, Sweden, 1967)
- John Baldessari (National City, California, USA, 1931)
- José Manuel Ballester (Madrid, Spain, 1960)
- Per Barclay (Oslo, Norway, 1955)
- Bleda y Rosa: María Bleda (Castellón, Spain, 1969)
and José María Rosa (Albacete, Spain, 1970)
- James Casebere (Lansing, Michigan, USA, 1953)
- John Coplans (London, United Kingdom, 1920)
- Philip-Lorca diCorcia (Hartford, Connecticut, USA, 1953)
- Olafur Eliasson (Copenhagen, Denmark, 1967)
- Günther Förg (Fussen, Germany, 1952)
- Pierre Gonnord (Cholet, France, 1963)
- Paul Graham (United Kingdom, 1956)
- Andreas Gursky (Leipzig, Germany, 1955)
- Mona Hatoum (Beirut, Lebanon, 1952)
- Candida Höfer (Eberswalde, Germany, 1944)
- Sabine Hornig (Pforzheim, Germany, 1964)
- Axel Hütte (Essen, Germany, 1951)
- Jürgen Klauke (Kidling, Germany, 1943)
- Panos Kokkinias (Athens, Greece, 1965)
- Sherrie Levine (Hazleton, Pennsylvania, USA, 1947)
- Vik Muñoz (São Paulo, Brazil, 1961)
- Shirin Neshat (Qazvin, Iran, 1957)
- Gabriel Orozco (Jalapa, Veracruz, Mexico, 1962)
- Perejaume (Sant Pol de Mar, Barcelona, Spain, 1957)
- Richard Prince (Panama Canal, Panama, 1949)
- Gonzalo Puch (Seville, Spain, 1950)
- Miguel Río Branco (Las Palmas de Gran Canaria, Spain, 1946)
- Thomas Ruff (Zell am Harmersbach, Germany, 1958)
- Sasse, Jörg (Bad Salzuflen, Germany, 1962)
- Andrés Serrano (New York, USA, 1950)
- Cindy Sherman (Glen Ridge, New Jersey, USA, 1954)
- Thomas Struth (Geldern, Germany, 1954)
- Sam Taylor-Wood (London, United Kingdom, 1967)
- Salla Tykkä (Helsinki, Finland, 1973)
- Zhang Huan (An Yang, Henan Province, China, 1965)

CATALOGUE:

The catalogue *Telefónica Contemporary Photography Collection*, published by Telefónica Foundation in February 2004 to mark the first presentation of the collection hosted by the Foundation in Madrid, will be on sale at MARCO's Museum shop. The catalogue includes reviews, biographies and information about the artists on exhibition, photographs of the works of art and two texts, one about the start of the collection written by María de Corral López-Doriga (director of the Art Advisory Committee of Telefónica Foundation) and another text by José Luis Brea (member of the Art Advisory Committee of Telefónica Foundation) about the history of the use of photography in art.

ADDITIONAL ACTIVITIES:

The educational programme at MARCO during the next five months (January-May 2005) will focus on the analysis of the artists and the works presented at this exhibition and at "20 Disarrangements: Panorama on Brazilian art". The complementary activities organized intend to facilitate the understanding and enjoyment of the works of art displayed at the museum halls. The tools to achieve this goal will be the programme dedicated to schoolchildren (guided tours and workshops) and the *Advanced course on contemporary art for adults*, which on this second edition will be entitled "Panorama: thematic fields of contemporary art". This course is composed of monographic sessions on what we have called "thematic fields", such as identity, portrait, nature, the body as stepping-stone for plastic communication, architecture and everyday culture.



The Telefónica Contemporary Photography Collection at MARCO Vigo

As an avant-garde company committed to information technologies and communications, the Telefónica Group has gathered an outstanding photography Collection in Spain: The Telefónica Foundation's Contemporary Photography Collection.

The Collection aims to reflect the change in the paradigm of visual culture that has taken place over the last few decades, wherein photography has become an instrument of artistic value, acquiring consciousness of its expressive capacity and of its value as an activity of representation, subverting the very codes and languages employed in the medium.

The challenge this project implies makes manifest Telefónica's continued determination to promote line of corporate collections shaped by contemporary art. Collecting XX century art is a new facet of Spanish culture and staking on a photography collection in an institutional framework both serves to fill a significant void in the artistic patrimony of our day and to once again demonstrate Telefónica's commitment to the new languages and new technologies applied in the realms of communication and artistic creation.

In order to make the interpretation of the exhibition easier to the audience, MARCO has followed a thematic installation organized around six main subjects, some of which are classic genres in the history of art: portrait, landscape, indoors and outdoors architectural photography, urban scenes and the body as stepping-stone for plastic communication.

SUMMARY OF THE EXHIBITION PROJECT:

Following the exhibition organized and hosted by Telefónica Foundation in Madrid in February 2004, where the collection was presented in public for the first time, MARCO Vigo will be the first stop of this exhibition in its lengthy tour around Spanish museums and art centres.

The focal point of this collection is the turning point where photography, on the threshold of the XXI century, changes from document into story. Photography begins to become aware of its own expressive possibilities and the value of its representative action, subverting codes and languages used by this medium.

Since the exhibition has been developed from emblematic artists of contemporary plasticity, it includes radical and conceptual, aesthetic and narrative, and documentary and social approaches. It is a whole that reflects the variety and eclecticism of a rarely prolific creative moment.

The artists on the Telefónica Contemporary Photography Collection use photography as a means of expression and experimentation. Their images speak of what the art experience is today in the context of contemporary culture.

Given that nowadays there is no doubt about the artistic value of photography and it has become one of the most commonly used artistic expressions by contemporary creators, it was necessary to start this Collection showing some sort of preference, with a markedly historical bias. It therefore begins in the sixties, with the works by the Düsseldorf School, the European disciples of Bernd and Hilla Becher (Thomas Ruff, Thomas Struth, Andreas Gursky) and the American disciples of John Baldessari (Richard Prince, Cindy Sherman), evolving towards cinematic-pictorial photography (Jeff Wall, Sam Taylor-Wood), and the most modern narrative developments.

The commonly accepted distinction between photographers and artists using photography is nowadays gradually disappearing. The current creators make use of photography with complete freedom and awareness, without feeling obliged to demonstrating the virtues or possibilities of this medium, as it has already proven right in its 170 years of history.

Photography has substituted painting in many cases. The invention of the camera made it faster, more accurate and more precise to take a real image, discrediting the technical virtuosity of painters and bringing the audience closer to a new reality.

From analogue to digital photography, all the latest technologies used in this art are represented in this exhibition, as well as some decisive examples of the relationship between photography and performances or social documents.

Different genres deeply rooted in the history of art, such as portrait, landscape or architectural photography, constitute this collection that includes the classic subjects of contemporary art, from the restoration of historical memory, to social denunciation, the criticism of social processes or the use of the body as stepping-stone for plastic communication.



REQUEST FOR GRAPHIC MATERIAL

EXHIBITION

"TELEFÓNICA'S CONTEMPORARY PHOTOGRAPHY COLLECTION"

GRAPHIC MATERIAL AVAILABLE TO THE PRESS:

CD including texts and photographs of the exhibition in different formats.

IF YOU WISH YO RECEIVE DOCUMENTATION, PLEASE COMPLETE THIS FORM AND SEND IT BY E-MAIL, FAX OR MAIL POST TO:

MARCO, Museo de Arte Contemporánea de Vigo

Rúa Príncipe 54
36202 Vigo (Pontevedra). Spain

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