

WORKSHOP

ART - PHOTOGRAPHY - FASHION

Blommers/Schumm

Workshop given by Blommers/Schumm.

Coordination and Concept: Colectivo YOX

15 to 18 June

This workshop explores photographic practices in which artistic expression and fashion advertising interact.

Photography and fashion, two of the main axes of visual representation of recent decades, now occupy a growing space in the perceptive experience of contemporary society. Individually and in combination they invade our everyday world, creating a sphere of relations (generally strongly mediated) between the subject and the world. The growth in graphic, electronic and digital media testify to and extend this referential field.

Photography's twin role as an artistic medium and a mechanism for registration and reproduction, has fostered different praxes ranging from the entirely artistic to the strictly commercial. Standing at this crossroads, photographers explore – sometimes from the perspective of art, sometimes from advertising, but more often from an intermediate position– this two-way circuit between art, fashion and photography. This circuit, with its well-known influence in the field of fashion, advertising and contemporary art, can be seen in the undeniable artistic quality of work published in graphic media and in the increasing presence of fashion photography in museums and galleries. It can also be seen in the work of photographers and visual and plastic artists, who use photography's capacity to create interaction between discourses that dilute aesthetic categorizations and question the production of sense and representation in and from photography.

Blommers/Schumm, photographers and teachers, will give a theoretical-practical workshop on the role of photography in relation to art and the media. The workshop will explore this relationship and its limitations through a change of perspectives between possible contexts and approaches. Starting from an initial concept, they will experiment with a range of different solutions, offering a new interpretation of the known or the foreseen.

Each participant will contribute to the first and last numbers of "Superflat-Magazine", a mock-up of a magazine to be created during the workshop.

REGISTRATION

Please send your details, CV and a letter setting out your reasons for wanting to take part to arteleku@gipuzkoa.net.

Deadline for registration: 2 June

Participants: 20 maximum.

Workshop times: 10 am - 2 pm.

*The workshop will remain open during the afternoon for participants to work on the practical development of their projects.