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Gallery hours Tue – Fri 1pm-6pm (Tue till 7pm)

In the Shadow of Photography Magda Stanová

October 03 → 31, 2013
opening - October 03, 6pm

Magda Stanová - The Lady with Two Heads
October 21, 7pm
October 30, 7pm

Magda Stanová is in fact a cultural anthropologist in disguise of an artist. Her project In the Shadow of Photography (2007-09), presented for the first time in Prague, overturns the traditional language of photography's analysis and critique. Boring theory is converted into a set of fantastic, witty and ironic sketches, collages, comments and objects. The power of the photographic image is revealed directly through the image itself, in much more straightforward and amusing way.

Magda Stanová studied photography at the Academy of Fine Arts and Design in Bratislava with Milota Havránková, during her Fulbright stipend she studied New Genres at San Francisco Art Institute, and nowadays she is a PhD. student in the studio of Tomáš Vaněk at the Academy of Fine Arts in Prague. In the last years she tries to find connections between the artistic and scientific practice and she analyses various artistic approaches and the possibilities of their rational verification.

curated by Pavel Vančát

Exhibition is part of FOTOGRAF FESTIVAL 2013.

"While I was studying photography at art school, my interest moved away from fine art photography and began to focus on the snapshots that people take of family, friends, holidays, vacations, and group images. Snapshots have an enormous value for the person who is either a part of, or somehow related to, the people or place that has been photographed. But how does a photograph get this value? Why is photography such a fascinating medium?"

The work consists of three chapters. The first is searching for the specifics of photography; the second investigates photographic world; and the third is examining how the behaviour and thinking of people has changed since the invention of photography. The exhibition includes topics such as: photography as a time traveling machine; why a person has a stage fright while being photographed; how the present is becoming a stage for the future; or how are we losing the possibility to get an authentic memory from a photographic attempt to conserve it. These reflections are presented through the mediums of drawing, text, collages, photographs, objects, video and animation."

The Lady with Two Heads

"A good feeling from solving a problem that didn't exist in the morning. Images that couldn't be used in scientific textbooks as illustrations. When neither the viewer nor the artist knows why a work works. To take somebody on a journey without them knowing that they have been taken." Magda Stanová

The lecture „The Lady with Two Heads“ is a sequel to the series of events „With Scientists on Art“ that took place in May in the etc. gallery. It was realized as a part of the project „Algorithms in Art“ with support from the Student's Grants Competition of the Academy of Fine Arts in Prague.

