

# PHOTOGRAPHY DAY

## AUGUST 28 2011 NOON - 6 PM

Preus museum is the national museum of photography and shall cover the artistic, vernacular and technical aspects of photography. The main idea of the Photography day is to create a meeting point between professional photographers, amateurs and an audience interested in photography. The event takes place in the idyllic Karljohansvern area in Horten, one hour drive south of Oslo.



Photography day 2010. Photo: Arne B. Langleite

The Photography day is a collaboration between Preus museum and the photographic societies that organize the professional, amateur and art photographers in Norway: Norges Fotografforbund, Forbundet Frie Fotografer, Institusjonsfotografenes Forening, Norsk Selskap for Fotografi, Norske Naturfotografer and Norsk Fotohistorisk Forening – Preus museums venner. The project takes part in Preus museum's work to make a broader contact with photographers and amateurs of photography. Photography day 2011 is the fifth in row.

### THIS YEAR'S THEME – DOCUMENTARY PHOTOGRAPHY

This year, we focus on the documentary photography. The theme will be illustrated both through the festivals main exhibition and the four lectures.

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Documentary Photography is one of the key genres in the history of photography. Historically, a documentary photographer is a socially engaged person with a desire to lift a story about injustice to light. In the 1970's and 1980's, the social exploitation that took place in documentary photography was criticized; this meant criticism of the privileged role of the photographer, the stigmatization of victims through stereotypical descriptions and the belief that photography in general, and documentary photography in particular, showed a true and objective picture of reality.

This criticism made the documentary photographer visible - a photograph can never be an objective description of reality, the photographer's subjective desire is always in the background. Photography's "natural" relation to reality and social deprivation was defined as a linguistic expression where the photographer's point of view, intention and visual style was leading.

## EXHIBITIONS

The main attraction on Photography day is the big outdoor exhibition that is mounted for this one day only. The Open Class Exhibition will contain about 50 photographers chosen by a jury. They will give an informal presentation of their photographs, as the works will be unframed and the photographers themselves will mount their works. A point of importance is that the photographers are present and can discuss their work with their colleagues and audience. One part of the exhibition area is reserved for photographers invited by the collaborating photographic organizations.



Open Class Exhibition



Festival exhibitor 2010: Agnete Brun. Photo: Arne B. Langleite

The photography of this year's young Festival Exhibitor, Sigurd Fandango, represents a further development of documentary photography and gives us an alternative view on the African continent, which is otherwise known for a lot of pain and tragedy. Fandango is not afraid of using visual tools traditionally belonging to other genres. Colours and light are reminiscent of advertising photography. This way, his images captures our attention and we are willing to follow his stories – of Africa's growing middle class, gold miners in Ghana, the Chinese who build the new Africa or volunteers guarding the U.S. border to Mexico with guns in order to stop illegal immigrants.



Foto: Sigurd Fandango

Inside Preus museum this year's summer exhibition is on display: *Oddleiv Apneseth – Jølster 2008* (documentary photography) as well as the museum's own exhibition *A History of Photography from Preus Museum's collections*.

## LECTURES

Lecture themes this year will be centred on documentary photography, as mentioned above. Each speaker will hold a short lecture of about 30 minutes, giving the audience time to discuss the matter. The list of speakers is yet to be completed.

## PORTFOLIO REVIEWING

Camera based artists and photographers are invited to show their portfolio to a panel of reviewers with varied background and extensive expertise in the field of photography. The event was a success the past two years, and will also this year be organized by Preus museum and Forbundet Frie Fotografer.

## SOCIAL EVENTS

The Photography day will be packed with activities: Guiding and demonstration of rare objects in the Conservation department, a photo competition sprint for the whole family where prizes will be awarded the same day, guided tour in the museum's indoor exhibitions. The photographic organizations have their own information tent. Camera fair where the audience can look at and buy second hand cameras, technical equipment and photographic material. Historical portraiture studio. The photographic organizations will also arrange events that will make the day fun and exciting for all ages. Refreshments and hot meals will be served throughout the day. Live music.

More activities will be added/subject to change



From Photography Day 2010. Photo: Arne B. Langleite