

PHOTOGRAPHY DAY

AUGUST 22ND 2010 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 2008. Photo: Per Solrud

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, Norske Reklamefotografer, Forbundet Frie Fotografer, Institusjonsfotografenes Forening, Norsk Selskap for Fotografi, Norske Naturfotografer and Norsk Fotohistorisk Forening. The project takes part in Preus museum's work to make a broader contact with photographers and amateurs of photography. Photography day 2010 is the fourth in row.

THIS YEAR'S THEME

This year, we focus on the portrait photography. The theme will be illustrated both through the festival's main exhibition and the four lectures.

The photographic portrait is usually described as identical to the model, and not a picture of a person. There is a widespread perception that the photograph does not contain an interpretation, but it gives us the pure truth about the model's exterior appearance.

Portraits are about posing. And to be victim of someone's gaze. How authentic can a self-portrait or portrait be? Since all portraits reflect the culture they have been created in, perhaps the only authentic portrait is what you see in the mirror!

EXHIBITIONS

The main attraction on Photography day is the big outdoor exhibition that is mounted for this one day only. The 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.

The main exhibitor – Agnete Brun – will mount big prints of her portrait photographs on a 60 m long brick wall. Brun has an expressive way of photographing her subjects.



Photos: Agnete Brun

Inside Preus museum this year's summer exhibition is on display: *Robert Adams – Hasselblad Award Winner 2009*, 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 portrait photography, as mentioned above.
Speakers:

Sigrd Lien, professor at the University of Bergen. She has the aesthetic and history of photography as special field. Her doctoral thesis from 1998 was a survey of portrait photography.

Sidsel Mørck, author, has recently published a biography on her dad, Dimitri Koloboff, a captain of the tsar's army, who was wounded and fled to Norway where he became a recognized portrait photographer.

Agnete Brun, festival exhibitor and portrait photographer, employed by the main newspaper Dagbladet.

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 last year, and will also this year be organized by Preus museum and FFF.

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. 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.

More activities will be added/subject to change



Photography day 2009. Photo: Arne B. Langleite