

VLADISLAV SHAPOVALOV

IMAGE DIPLOMACY

Public programme

Vladislav Shapovalov
Image Diplomacy
Public programme

17 November 2017 — 25 January 2018

MMOMA, Gogolevsky Blvd 10/2

Press enquiries Image Diplomacy:

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V-A-C Foundation presents the Image Diplomacy public programme. It will include a series of talks, reading groups, film screenings and workshops. Image Diplomacy, the fourth and final exhibition in the framework of the experimental programme Carte Blanche, in which the Moscow Museum of Modern Art (MMOMA) invites art institutions to implement their own curatorial initiatives. The exhibition is on 17 November 2017 — 25 January 2018.

Russian and foreign experts in cinema, visual culture, photojournalism and philology will discuss the relationship between reality and representation, the visual image and political ideas, text and image, and the relationship between photography and human rights. The aim of the programme is to find tools for critical reflection on the visual material that appears on TV and cinema screens, in print media and online media today, and also to reveal the hidden potential of archive images.

Cinema theorist **Alisa Nasrtdinova** will present D.A. Pennebaker's film 'Opening in Moscow' devoted to the American National Exhibition held in the Russian capital in 1959 and will talk about how documentary cinema is perceived decades after its creation. The chief editor of V-A-C press, **Dmitry Potemkin**, and public programme curator of V-A-C Foundation, **Varvara Ganicheva**, will look at an article by the photography theorist, Ariella Azoulay, which suggests seeing the exhibition Family of Man, one of many that is addressed by Vladislav Shapovalov in his work, as a universal visual declaration of human rights. **Anthony Downey**, who edits an online platform devoted to the visual culture of the Middle East, Ibraaz, will talk about the contrary effect of conflict photography and art practice in this area: cultural engagement replaces political engagement and creates the illusion of action to resolve the situation. Photo editor and World Press Photo jury member, **Andrei Polikanov**, will discuss his view of the presentation of visual material on the 'Taki delá' ('How it is') information portal, which specializes in social issues. Literature theorist and media artist **Natalia Fedorova** will talk about the objectivity and realism of photography, and will run a workshop 'Rewriting of images. Rewriting of memory'. **Ilya Kalinin**, editor of the magazine 'Neprikosnovenny zapas' ('Untapped Resource'), cultural critic **Alexei Ulko** and film historian **Oksana Sarkisova** will touch upon the topic of deconstruction of such notions as tradition, nationality, historic past and politization of culture.

Throughout the whole period of the exhibition Image Diplomacy the tours with mediators will take place. Every day, during exhibition opening hours the visitors from up to 3 years old can work at a collage workshop. There will be a photography workshop for two age groups: 7–12 (every Saturday) and 13–17 (every Sunday) years old. High School Student Council continues its work within the framework of the exhibition (9 — 11 grade), for those who take interest in contemporary art. Senior citizens (60+) are welcome to join the tours and discussions with mediators every Wednesday.

DOCUMENTARY _____
FILM _____
CENTER _____

Canada

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Image Diplomacy is a research project and body of work combining photography, original documents and film. The exhibition focuses on highlighting aspects of how the political vision of the mid-20th century was constructed also thanks to landmark exhibitions. This critical investigation is done through Shapovalov's study of exhibition strategies, photographic and film content of the time, with the aid of state and public archive material from Italy, Russia and the United States.

Vladislav Shapovalov is an artist, researcher and editor living and working in Moscow and Milan. He is a former member of the art-group *Radek Community* (1999-2007). As a solo artist he has participated in the exhibitions: *The False Calculations Presidium* (2012), V-A-C international group show *The Way of Enthusiasts*, held during the 13th Architectural Biennale in Venice (2012), *The School of Kyiv*, Kyiv Biennial (2015), *Atlas [of the ruins] of Europe* in Madrid (2016) and *A Thousand Roaring Beasts: Display Devices For A Critical Modernity*, Seville (2017). He was a fellow at International Fellowship Program for *Art and Theory* 2016–2017 at Künstlerhaus Büchsenhausen, Innsbruck.

Curator: Anna Ilchenko.

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Launched in spring 2017, **Carte Blanche** is a new experimental programme by MMOMA, inviting art institutions to implement their own curatorial initiatives at MMOMA sites. With Carte Blanche, MMOMA aims to develop creative dialogue and synergy, strengthening cultural ties between state museums and other institutions. Guest institutions will select the theme, artists and format of the exhibitions they present, opening up new ideas to MMOMA's visitors and giving invited institutions the opportunity to address issues such as the implementation of their projects in a different context and familiarity with new audiences. Building on the activities of the museum, it will further MMOMA's ambition to broaden current perceptions of contemporary art.

V-A-C Foundation is the first institution to participate and presents four projects which analyse the format of museums and exhibitions, looking at new possibilities as well as existing boundaries and limitations. It expands on V-A-C's long-term programme which explores the role of the contemporary museum.

V-A-C Foundation is dedicated to the development and international presentation of Russian contemporary culture – across a multitude of forms and within the framework of a joint exhibition, educational, and publishing programme. V-A-C Foundation considers artistic production as central to its activity and essential for understanding contemporary cultural processes and stimulating new answers to its challenges.

The opportunities V-A-C Foundation provides, to engage with and interrogate international cultural practices, aim to expand the platform for homegrown talent and encourage an independent artistic language. As a key speaker for contemporary Russia, V-A-C Foundation establishes new cross-cultural dialogues and incites an exchange of ideas through new collaborations and alternative settings for bringing different artistic practices together within a single vision for arts and culture.

V-A-C has recently launched Palazzo delle Zattere, a new exhibition and education space in Venice and work is underway to develop a major art site in Moscow, designed by Renzo Piano Building Workshop, due to open in 2019.

www.v-a-c.ru

Moscow Museum of Modern Art (MMOMA) was founded in 1999. It is the first state Russian museum that concentrates exclusively on the art of the 20th and 21st centuries. Today the Museum, with its five venues in the historic centre of the city, plays a vital part in the Moscow art scene. The Museum's permanent collection represents major stages in the formation and development of the avant-garde, especially in Russia. One of the Museum's priorities is to promote young and emerging artists, bringing them into the contemporary artistic process and to create inclusive projects.

mmoma.ru



CARTE BLANCHE