

Pablo Chiereghin. They say I seem clever.

October 15 – November 22, 2008
Opening Tuesday, October 14th 7pm



One Person Queue (time wasted 1h 22min)_from The Time Wasting Projects

They say I seem clever. You could say a diamond in the rough, opening with an exhibition that looks more like a retrospective: four different projects presented and a site-specific project.

His photographic style is dry humoured and ironic. Every single piece of work has a defined shape and goal that is explained in few lines, which leaves a smile that lasts onto the spectator's lips. When looking at his work it is clear that Pablo comes from the ADV world, the images are so "clean cut" they could exist alone for aesthetic value. Which is why an Italian TV cult program used the Birthday Suit portraits for its trailer.

In the work of the artist, the image is brought to life only when reading the idea that holds the conceptual bases of his projects. Starting from the title, the textual concept can be considered as a main part of Pablo's work. He creates realities that are conceived to deliver a message and he realises performances in which the photography remains just the afterglow.

This is his first solo show in Italy and MiCamera is proud to host him –it is not easy to find someone who seems this clever. His approach to art, which at the very least is curious, reveals conceptual dynamics that go beyond photography. With *Artist's money* - Pablo will pay the visitors for the time they spent at the exhibition- where he will question artistic approach and its economic dynamics.

Born in '77, Italian, he lives between Vienna and Trieste. He studied photography in London where he already exhibited *Birthday Suit* – project already featured in *PhotoIcon* and other magazines.

The exhibition is curated by Giulia Zorzi and Flavio Franzoni.

Featured Projects:

The Time Wasting Projects

A project composed by four micro projects (triptychs), The "Time Wasting Projects" is a small investigation into the social definition of time. These photographic actions have been considered a first and -add the artist text- unsuccessful attempt to link the conception of time with themes such as religion, social behaviours, death and object addiction. The total time wasted was 5 days 20 hours and 20 minutes.

"Politics is the Theme" Emotional metamorphosis after the Italian Elections, April 14, 2008

"Politics is the Theme" is an investigation on how politics influences everyday life intimacy. The election results have been taken as pretext to describe how the macro-economical dimension of politics invades the individual's everyday life and has a direct influence on people's feelings.

“Picture of a Lie”

If photography was born to document the reality, *Picture of a Lie* has the goal of documenting the false. The artist, after a small psychoanalytic procedure, asked his model to repeat their worst lie as they were facing the person they told it to. The goal is not to portray the person but the lie itself. (the project is presented with a documentary video)

Birthday Suit

Birthday Suit is photographic action project that explores social acting boundaries. People have been paid to have portrait taken by a nude photographer, who stood inside a gallery shop window in a central street of London. Playing with voyeuristic attitudes and exploring cause-effect interactions of the photographic medium, Birthday Suit reveals, through models eyes, the nudity that is on the other side of the camera. The situational agreement is a dualism of power: the artist seduces the model engaging him in a voyeuristic situation where the spectator has a strong advantage: being dressed. On the other hand, the photographer has the power to determine the situation through the photographs. When the shutter opens, it is the spectator that suddenly looks naked. (the project is presented with a documentary video)

Artist's money

107 people will receive a plastic sleeve numbered and signed by Pablo Chiereghin, containing the artist's money. The amount of money is strictly calculated, the time spent multiplied by the Italian average income multiplied by the poverty coefficient of the artist. In this simple performance - that proposes a new way of approaching art in antithesis with its economical mechanisms - money becomes the hyperbole of readymade: inside the plastic bag the lose their market value and their change value becoming unique. Once out the bag they turn back to their material value becoming –in the artist's will- a small but fair contribution to increase the quality of life of the spectator.

INFO

MiCamera – photography and lens-based arts

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Artist's portfolio at www.pablochiereghin.com

main partner



www.parcodeltapo.org

communication partner



www.noiza.com

technical partner



www.brionvega.tv