

# FILTERS

# **FILTERS**

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A special thanks to:

Sprüngli (Hauptsitz), Paradeplatz, Bahnhofstrasse 21, 8001 Zürich

Le Raymond bar, Bleicherweg 8, 8001 Zürich

Andrea, Ani, Arev, Aster, Lorenzo, Luca, Maria Marta, Paola, Patric

PLATES

Details are reproduced to size of original enlargements.



Exposure 2019

218 x 150 cm





Display 2019

85 x 70 cm





A shared moment 2019





105 x 78 cm

BEHIND THE LENS

«I begin by not photographing.»

Jeff Wall

«The modern era is marked by the emergence of the individual [...], which give rise to his modern alienation, loss of identity in work and leisure, incommunicability, etc., which a whole system of personalisation through objects and signs is intended to compensate.»

Jean Beaudrillard

«To stage an image is to set up a fictive time that ruptures that continuum, producing a photograph as imaginary as it is lucid. This may be the only distinction we can make between a photograph that is "taken" and one that is "made", and it can never be absolute.»

Jeff Wall

«Modernity is the play and the implication of the scientific revolution in the spectacle of private and social life, in the everyday dimension of the media, of gadgets, of domestic well-being or the conquest of space.»

Jean Beaudrillard

«Modernity is the fugitive, the transient, the contingent, the half of art, the other half of which is the eternal and immutable.»

Charles Baudelaire

«Knowing my motivations might prevent you from enjoying the pictures for yourself.»

Jeff Wall

«Pictures cannot tell stories, because they are still. They step away from time. They only give a pattern, which is recognizable to the viewer. The viewer writes the story of what he sees in the picture based with his own experience, desires and knowledge.»

Blas González

Paradeplatz ist the vitrine of Zurich: the heart of Bahnhofstrasse, the peak and the starting point of the different facets of the city. It represents also the financial center of Switzerland: it is the place of connection and change; a dynamic area characterized by a constant transition.



In this place of fluctuation, the only element that holds the piazza is another symbol of swissness: the Kiosk. Around it and under his canopy we find a wide panorama of different kind of people: age, social status, origin. People who's there just because of the tram connection, people taking a walk in the most cliché part of the city, people who want to eat an original Luxemburgerli at Sprüngli's.



In the context of modernity what we display is fundamental. Having a façade on Paradeplatz is a privilege related to the history and the location. The Savoy Baur en Ville hotel, the SKA Building, the UBS and the Sprüngli Hauptsitz define the scenographic background of the exchanges that take place in the square. Visible and invisible flows fill the void of the urban space.



Our work goes through the filter of the memory, of something he saw, a sensation he had and acquires a new form, which looks like a reportage, but is actually an artefact; the image is a reconstruction. Memory is a focus machine, we only remember a part of the entire scene we experienced, and that become the Leitmotiv of the image. Like Jeff Wall we took our inspiration from many sources, from paintings to observation of moments of the daily life



The impressionist paintings represent scenes of the everyday life that, thanks to modernity gained its dignity, the well-being is no longer an exclusive of the élite. Modernity tend to invest the society through its technical materiality and as a spectacle, just like the digitalization is doing in our times. We still are modernist in the way we play with the spectacle of private and social life, we have now new mediums, gadgets and ways to express it, and we are going to reach the apotheosis of the "performance" of the everyday life.

