

Shifting Media . New Role of Photography

From Robert Capa to Donovan Wylie

C/O Berlin, International Forum For Visual Dialogues, is pleased to announce the exhibition **Shifting Media . New Role of Photography**, presenting the work of 14 **MAGNUM** photographers from the agency's founders to the current generation. The exhibition will run from **July 16 to September 19, 2010**. The **opening** will take place on Thursday, July 15, 2010, at 7 p.m. at the Postfuhramt on Oranienburger Straße 35/36, 10117 Berlin.

This exhibition celebrates the ten-year anniversary of C/O Berlin, which was founded in the Postfuhramt on July 14, 2000. To mark this occasion, C/O Berlin presents over 200 works of the world-famous agency Magnum Photos, thus returning to the theme of its first exhibition. The exhibition focuses on the power of photography and the resulting importance and evolution of photojournalism. During the Photography Days, which will run parallel to the exhibition, scholars, photographers, and experts from print and online media, television, and advertising will discuss the new demands being placed on the medium of photography in an age of growing digitization.

The image – and particularly the photographic image – has increased in importance as a communication form over the course of the twentieth century. Photography conveys information directly, tells compelling stories, captures situations, creates portraits of people. But above all, photography triggers emotions. Capturing the perfect moment with a well-trained eye is the aim of every ambitious photojournalist. Photography's use in the media is a phenomenon of extraordinary importance: it has radically transformed how the masses see, and has opened a window to the world. Photography has ushered in a new age of visual mass media – both in a humanist enlightenment sense, and as a powerful instrument of propaganda and manipulation.

The effects of digitization have transformed photography as well. The dissemination of information on current events by trained photographers is rendered obsolete in an age when the average cell phone user can react instantaneously, sending snapshots all over the world. Today, amateurs are involved in the dissemination of information. Because of this acceleration of information exchange, increased competition, and market restructuring, many photojournalists, agencies, and media have been compelled to reorient their work and their trade.

The changes in photojournalism from its inception, through its prime, and up to the transformation currently underway – the exhibition illustrates the phases of modern photojournalism, tracing the more than sixty-year history of Magnum Photos alongside the changing demands of the mass media and its users. A focal point of the exhibition is classic photo reportage—a format traditionally printed on paper, as seen in book and magazine publications as well as exhibition prints. The expanding presence of photography in the print media is evidenced in the photographs and selected magazine publications of the four Magnum founders. After all, it wasn't particular photos that made Magnum extraordinary, but the agency's strong presence in the media as a source for professional visual material. Magazines like Life, Look, Paris Match, Die Zeit, Der Spiegel, Stern, The Sunday Times Magazine, and Fortune on display in the exhibition demonstrate the various channels of distribution. Films, videos, and installations by the current generation of Magnum photographers reveal how dramatically the goals and target audiences have changed: the photojournalistic work of their predecessors has given way to images that no longer circulate primarily in magazines or print media, but that find their place as artworks on museum walls.

The Photographers Christopher Anderson, Jonas Bendiksen, Robert Capa, Henri Cartier-Bresson, Antoine D'Agata, Thomas Dworzak, Alex Majoli, Trent Parke, Paolo Pellegrin, George Rodger, David Seymour, Alec Soth, Mikhael Subotzky, Ilkka Uimonen, Peter van Agtmael, Donovan Wylie

The independent photographic agency Magnum Photos was founded in New York in 1947 by Robert Capa, Henri Cartier-Bresson, George Rodger, David Seymour, and Rita and William Vandivert. Their primary goal was to strengthen the position of photojournalists and protect them from the growing newspaper and magazine market. By introducing the copyrighting of images – keeping the copyright in the hands of the photographers, not the media printing their work – the agency played a central role in the history and evolution of modern photojournalism. Today the cooperative has 40 full members and 16 correspondents, and has offices in Paris, London, New York, and Tokyo.

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Opening Thursday, July 15, 2010, at 7 p.m.

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Patronage Klaus Wowereit . Mayor of Berlin

Opening hours daily . 11 am to 8 pm

Admission 10 Euro . reduced 5 Euro

Photography Days July 15 to 18, 2010

Organizer C/O Berlin . International Forum For Visual Dialogues

Location C/O Berlin . Postfuhramt . Oranienburger Straße 35/36 . 10117 Berlin

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