

Exhibition: **OBJETIVO VALENCIA**
28 July – 18 September 2005

Curators: Raquel Gutiérrez and Rafael Sierra

Organized by: IVAM Institut Valencià d'Art Modern

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A variety of views of the city are shown in 36 pictures ranging from traces of the medieval past to challenging structures of contemporary architecture, in a collection of photographs by graphic reporters of the local Valencian press and national magazines. Photographers such as Raúl Cancio, Chema Conesa, Jesús Ciscar, José Aleixandre, Gonzalo Pérez, Ferran Montenegro, Manuel Molines, Vicente Bosch, Juan Millás and José Jordán.

The exhibition catalogue contains illustrations of the photographs exhibited and also includes texts by Consuelo Císcar, Director of the IVAM, and Raquel Gutiérrez and Rafael Sierra, the curators of the exhibition; and the essays *The City in Photography*, by Helena Pérez and Marie-Loup Sougez, *The City and the Cinema*, by Rafa Marí, and *Urban Vignettes*, by Felipe Hernández Cava.

Objetivo Valencia. The City in Focus is an X-ray of a city with a scenic setting that is taken apart and put together again day after day. The exhibition shows the different viewpoints of graphic reporters who are used to looking swiftly and seeing the city in focus in their camera lens.

Throughout history the city has always attracted artists, who have immortalized all sorts of aspects of the most important cities in the world. These works have become authentic documents or magical icons with a great power of fascination. In many of them the photographers give free rein to their inventive ability, while others limit themselves to being simply notaries of an altering reality, with the mutating outlines of its architecture.

The modern city speaks for itself. The city is a channel of communication, a holistic continuum of images in an implicit process that includes photography as a further element in its rhetorical discourse. Pictures on various levels, ranging from the most elementary images distilled from architecture and monuments to commercial and institutional advertising.

Here photography becomes immersed in the reality of the city and transforms its streets and messages, its lives and thoughts, into myths. With its concentrated lyricism, photography shows us signs of the city all around us seen in close-up, raising them to a higher status. Without its aid they would not have the significance they acquire from the photographic symbol. A photograph is also a kind of report, capturing the image perceived by the camera lens and the human eye, but there are many different ways of understanding the process, depending on the aim envisaged. Photography combines the use of images as documents and as testimony – a subgenre known as social photography.