

## Fotofever Paris 2018

November 8 / 9 / 10 / 11, 2018

Carrousel du Louvre, Paris

HOP Gallerati, stand 111

Carlo Gallerati is pleased to announce the gallery collaboration with HOP (House Of Photography) for the participation at **Fotofever Paris 2018**.

For this seventh edition of the contemporary photography international fair, HOP Gallerati presents the artist **Alessandro Cidda** with a recent series of black and white photographs entitled **Fenomeni d'Oriente** (Oriental Phenomena).

"To grasp the essence of Japanese millennial culture it is useful to recognize some elements of connection between ancient and modern that witness a temporal *continuum* very far from the western conception. The objective-style photographic investigation conducted by Alessandro Cidda suggests and facilitates this recognition through the flanked vision of graphic plots and anthropomorphic figures. Close details of the ancient and imposing columns of the Nandai Mon portal, which is a prelude to one of the most ancient temples of the Buddhist cult, are alternated with portraits of female characters from the anime and manga iconography. *Fenomeni d'Oriente* is the result of a careful, rigorous, polite and reverent observation, curiously amused towards two aspects – the religious tradition and the current socio-cultural reality – that in Japan coexist, supporting and legitimating each other, while in Europe and America they tend to be seen as opposites and antithetics. With a very well contrasted black and white and perfectly rendered in print, the observer is invited to flow from the curved veins of the wooden surfaces to the plastic winking poses of the cartoon protagonists. Cidda's artistic action is limpid and shrewd, austere and intrepid, classic in form, original in rhythm: it accompanies us in this game of jumping between the columns chiaroscuro and the dolls eyes, revealing us a plausible symbiosis between past, present and future. A wonderful all-oriental phenomenon." (Carlo Gallerati)



### Fotofever

Created by Cécile Schall to encourage the public to collect photography and support the artists, **Fotofever** returns to **Paris** for its **seventh edition**. Since 2011, in order to make every aspect known, this international fair brings together enthusiasts, collectors, artists, gallery owners and other art professionals in a worldwide panorama of photographic creation.

### HOP Gallerati

**HOP** is the House Of Photography, a "slow social" where you can find the time to reflect on ourselves and what surrounds us, through the production, the exhibition and the contemplative vision of images. **HOP photography** is not screaming, violent, dramatic, but slow, sensitive, empathetic: a photograph that aspires to settle in the soul of the observer. With these resolutions **HOP** organizes exhibitions of its authors, the inhabitants of **HOP**, the Hopers; and this year, on the occasion of the Parisian fair **Fotofever**, he decided to join the **Galleria Gallerati** – for a long time engaged in the diffusion of contemporary Italian photography on the collectibles market – to present **Alessandro Cidda's** works to the international public.

### Galleria Gallerati

Founded in 2006 in the most modern and dynamic area of the Nomentano district in **Rome**, the **Galleria Gallerati** has been working rigorously in the **contemporary art** scene since the very beginning. With special regard to **photography**, but without neglecting mixed media or experimental works, it regularly hosts exhibitions of mostly young and highly motivated artists, taking on the role of the public as guarantor of the quality and seriousness of the proposals.

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Opening: Thursday November 8th 2018, 6pm - 10pm (by invitation only)

Public opening hours: Friday 9 and Saturday 10: 11am - 8pm | Sunday 11: 11am - 6pm

Information: [www.fotofever.com](http://www.fotofever.com) | [www.hopgallerati.com](http://www.hopgallerati.com) | [www.galleriagallerati.it](http://www.galleriagallerati.it)  
#fotofeverparis | #hop.houseofphotography | #galleriagallerati

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