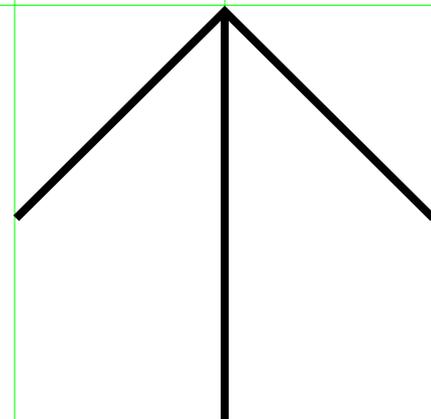


18–22 October 2019

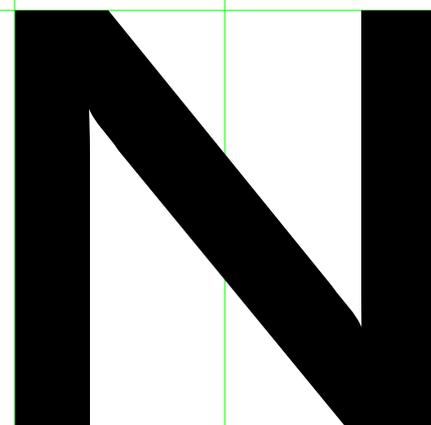
Spazio HEA
Castelfranco Veneto



11°55'37"20 E

Verso Nord
Workshop and
photography campaign
with Guido Guidi
and Gerry Johansson

45°40'37"20 N



Verso Nord
Workshop and
photography campaign
with Guido Guidi
and Gerry Johansson

18–22 October 2019

Spazio HEA
Castelfranco Veneto,
Borgo Treviso 158

Working group

Guido Guidi,
Gerry Johansson,
Massimo Sordi,
Stefania Rössl,
Marco Zanta,
Damiano Fraccaro
/ studio Otium,
Matteo Melchiorre,
Mariano Sartore

Workshop / Photography campaign

The workshop focuses on the reading of a section of the Veneto plain that stretches from the area of Castelfranco Veneto to the mountains in the north. The photographers' attention will be directed to analysing the flat and hilly system whose *northward* visual and orographic boundary is marked by the new Strada Pedemontana, a highway in the process of completion, which is adding a major landmark to the infrastructure network on which Northeast Italy's typical urban spread is growing. Castelfranco, the city where Giorgione was born, now lies in a landscape that illustrates the fragility of a widespread system where, beside nameless edifices like scattered houses and industrial warehouses, there stand out country homes, Palladian buildings and other architectural structures such as Carlo Scarpa's Brion cemetery, the Canova Temple, and other features of the Giorgione countryside.

The workshop is aimed at photographers with an interest in developing their photographic experience in the field, in anticipation of the 20th anniversary of the European Landscape Convention in 2020. The aim is to start from the definition of landscape itself in order to check out, within a specific context, the various aspects that describe it: "The '*landscape*' is part of the land, as perceived by local people or visitors, which evolves through time as a result of being acted upon by natural forces and human beings."

The photographs and other materials produced during the workshop will be donated to and become part of the archive of the OMNE - Osservatorio Mobile Nord.

Programme

The work programme will cover five days during which participants, in constant contact with photographers and instructors, will get to compose their own photographic sequences, if need be in book form. The participants' works will be exhibited at the 2020 OMNEFEST festival.

During the workshop, the selected photographers will be given the chance to attend the opening of two exhibitions, Guido Guidi's *In Veneto, 1984-1989* (at the Casa Giorgione Museum) and Gerry Johansson's *At home in Sweden, Germany and America* (Spazio HEA), and to attend the exhibitions together with the artists.

The workshop will be run in Italian and English (with a translator present). Each participant will have to bring their own equipment (computer, camera, film, etc.) A fully-equipped darkroom will be available for the participants to use, subject to the terms and methods laid down by the organization.

What is OMNE?

OMNE, the North East Mobile Observatory, is an *observatory* that enables us to look at the landscape better, a well of projects aimed at heightening environmental sensitivity through the practice of walking. Promoted and financed by the Environmental and Productive Activities Committee of the Municipality of Castelfranco Veneto, and the Prevention Department of ULSS 2 Local Health Authority, Marca Trevigiana, the project also enjoys the support of the Department of Architecture of the University of Bologna.

Starting in 2016, OMNE has to date organized fifteen artist residencies, public walks, workshops, conferences and exhibitions. Its book OMNE/WORK 2016-2018 (published in 2018 by Edizioni LetteraVentidue) is a treasure-trove of the materials accumulated during its first three years of activity, and won two highly prestigious prizes, the "Gold Prize" (*European Design Awards, Art Catalogue* category, Warsaw, 2019) and "Best of the Best" (*Red Dot Design Award*, Berlin, 2019).

The workshop is an independent activity designed to promote photographic culture in the North East in collaboration with OMNE.

Web osservatorio-omne.com - *Facebook* Osservatorio OMNE

Registration

The workshop registration fee is 280 Euros. For students duly registered at higher schools or university courses and members of the El Paveion Photography Circle it is 230 Euros. The workshop will be activated once the minimum number of registrants has been reached. Registrants will be selected on the basis of their CV and portfolios to be sent by *e-mail* to osservatoriomobilenordest@gmail.com.

Application deadline

22 September 2019

The portfolio must be in pdf format and contain no more than 15 photographs, a short project introductory text (max. 3,000 characters), and a brief CV. The files must be sent in zip format (max. 10 MB).

Notification of participant selection

25 September 2019

Registration confirmation and deposit payment

29 September 2019

As confirmation of the selected candidates' participation, they are requested to make a security deposit of 150 Euros, payable by bank transfer from account no. IT76P0891761564019000073477 registered in the name of *Circolo Fotografico el Paveion* with the following instruction: "Anticipo partecipazione Laboratorio Castelfranco Veneto 18-22 ottobre 2019" (down-payment for participation in Castelfranco Veneto workshop 18-22 October 2019).

The balance is to be paid upon the opening of the workshop.

Room & Board

Room and board shall be at the participants' own expense. Selected photographers shall be sent a list of the approved room and board facilities together with the detailed workshop programme.

Biographies of workshop instructors and photographers

Guido Guidi

Born in Cesena in 1941, he enrolled in 1959 at IUAV and then at the School of Advanced Studies in Industrial Design in Venice. He followed, among other courses, those offered by Bruno Zevi, Carlo Scarpa, Luigi Veronesi, and Italo Zannier. He started taking pictures in 1956, which became a continuous activity in 1966. Since 1970 he has worked as a photographer in the Urban Studies Department of IUAV, Venice; since 1989 has taught photography at the Academy of Fine Arts in Ravenna; and since 2001 has been an instructor at the artistic expression and techniques workshop at IUAV, Venice, in the Visual Arts Specialist Bachelor's programme and hence in the IUAV Photography Master's. In 1989, together with Paolo Costantini and William Guerrieri, he launched the "Linea di Confine" (Borderline) contemporary photography project. He has exhibited his work at the Centre Georges Pompidou in Paris, the Venice Biennale, the Guggenheim Museum and Whitney Museum for American Art in New York, the Canadian Centre for Architecture (CCA) in Montréal, the DARC Centre for Contemporary Arts, the Chicago Museum of Contemporary Art and the Fondation Henri Cartier-Bresson in Paris. He has published many books, including: *Guido Guidi, Varianti* (Udine: Art&, 1995), *In Between Cities* (Milan: Electa, 2003), *Bunker. Along the Atlantic Wall* (Electa, 2006), *Guido Guidi/Vitaliano Trevisan Vol. I* (Electa, 2006), *Fiume* (Milan: Fantombooks, 2010), *A New Map of Italy* (Washington D.C.: Loesestrie Editions, 2011), *Guido Guidi, Carlo Scarpa's Tomba Brion* (Hatje Cantz, 2011), *Preganzio 1983* (Mack, 2013), *Cinque Paesaggi* (Postcart, 2013), *Veramente* (Mack, 2014), *Le Corbusier. 5 architectures* (Kehrer, 2018), *Per Strada* (Mack, 2018), *In Sardegna* (Mack, 2019), *In Veneto 1984-1989* (Mack, 2019, in progress).

Gerry Johansson

Born in Örebro, Sweden, in 1945, has lived in Höganäs since 1969. He trained as a graphic designer at the School of Design and Crafts, Gothenburg. Together with Yngve Neglin, Jan Olsheden and Werner Noll, he founded the publishing company Fyra Förläggare AB in 1972, leaving it to work as an independent photographer. In 1995, he published *Amerikabilder*. He photographed for Japan Today's project on Shikoku Island (1999) and in Dronning Maud Land, Antarctica; the pictures would be exhibited at the Museum of Modern Art in

Stockholm in 2003. He was awarded a grant by the Swedish Institute to photograph Tokyo in the winter of 2004. His project *Deutschland* (Mack, 2012) completed the trilogy that started with *America* (1998) and *Sweden* (2005). Other more recent publications such as *Antarktis* (Libraryman, 2014), *Tokyo* (Only Photography, 2016) and *American Winter* (Mack, 2018) have established him on the international stage as one of the most important contemporary photographers. Gerry Johansson is represented by GunGallery in Stockholm.

Massimo Sordi

Massimo Sordi (1965), is an architect, photographer and curator. Since 2001 he has been a professor of photographic history and techniques at the Department of Architecture, Alma Mater Studiorum, University of Bologna, Cesena Campus, where he also manages activities connected with photography. As curator of SI FEST, the International Photography Festival at Savignano sul Rubicone, from 2009 to 2014, he coordinated photography projects in the local area, inviting internationally renowned artists such as Guido Guidi, Max Pam, Martin Parr, Gerry Johansson, Mark Steinmetz, Simon Roberts. In 2009, he conducted a photographic campaign on contemporary architecture in India, which was published in Italy by Motta-24 Ore as *Architettura contemporanea. India* and in France by Actes Sud as *Architectures contemporaines. Inde*. His first monograph, *Indian photographs*, was published by Alinea in September 2010. He was invited to take part in the XV Architecture Biennale in Venice as co-curator of the Venice Pavilion. Since 2016 he has been committed to OMNE (the North East Mobile Observatory), a multidisciplinary project aimed at reading the landscape of North East Italy through a series of exhibitions, artist residencies and conferences. His work has been exhibited in festivals and galleries both in Italy and abroad.

Stefania Rössl

(Born in Liestal, Switzerland, in 1965) She is Assistant Professor of Architectural and Urban Composition in the Department of Architecture at the University of Bologna. As Director of the Photography Laboratory and the exhibition activities of the Department of Architecture, she has curated a number of research projects in the local area using photography as a research tool. She has also launched research projects in India, concentrating on renewal projects in run-down urban spaces and the study of architecture through water. From

2009 to 2014 she was director of SI FEST, the international photography festival. Since 2016 she has been curator and a member of the scientific committee of OMNE, the North East Mobile Observatory, a project directed at exploring areas undergoing transformation, in terms of environmental, urbanistic, anthropological and cultural themes. Among the main exhibitions she has curated are those featuring Mark Steinmetz, Guido Guidi, Roger Ballen, Gerry Johansson, Michael Wolf, Bas Princen, Joakim Eskildsen, Simon Roberts, Andrew Phelps, Ute e Werner Mahler, Hans-Christian Schink, Max Pam, Dana Lixenberg, Vanessa Winship. Among her main publications are *Global Photography. looking at/looking for*, 2009; *Architettura contemporanea. India*, 2009; *Global Photography. True stories*, 2010; *Sin. Tesis. Territorio, Industria, Società*, 2012; *Learning from Photography*, 2012; *Atlante Italiano*, 2014; *Global Photography. Europe*, 2014; *OMNE/WORK 2016-2018*, 2018; *Housing in India. Charles Correa, Balkrishna Vithaldas Doshi, Raj Rewal*, 2018.

Marco Zanta

His research concentrates on how to represent urban spaces, focussing attention on architecture and industrial sites. He has always taught as well as exhibited, working for various universities. From 2006 to 2011 he taught photography at IUAV in Venice. His research activity has led to a number of publications on the history of photography and of architecture. He has published various monographs, such as *Red Noise/Rumore Rosso* (Charta, 2000) and *UrbanEurope* (Contrasto, 2008). His pictures have been exhibited in galleries and art institutes around the world, including the Maison Européenne de la Photographie in Paris, the Museo d'Arte Contemporanea in Shanghai, the Fondazione Forma in Milan, the CCA in Montréal, the Espace Contretype in Brussels, the Milan Triennale, the Maison de l'Architecture in Marseille, and the MAST in Bologna. He has also exhibited at the Venice Biennale on a number of occasions.

Otium

Otium is a multi-disciplinary communication studio based in north-east Italy. Thanks to the wealth of different skills present in the studio, Otium is able to tackle complex projects for a variety of clients, from cultural institutions to commercial businesses. Otium provides strategic thinking, graphic design, photography, video-making, web development, publishing and installations.

Damiano Fraccaro / Otium

Damiano Fraccaro (1987) is a graphic designer and art director. He joined Otium Studio in 2012,

after obtaining his master's degree in Communication Design at IUAV, Venice. Alongside his work with Otium and his personal practice, he is also active as an instructor in the Department of Design, IUAV. Together with Otium Studio, Damiano has recently received prestigious industry awards, such as an Honourable Mention at the Premio Compasso d'Oro (2018), the Gold Award at the *European Design Awards* (2019) and the Red Dot Award - Best of the Best at Red Dot Award *Brand & Communication Design* (2019).

Matteo Melchiorre

Matteo Melchiorre (1981) has worked at the University Ca' Foscari, IUAV in Venice and the University of Udine. His area of specialization is late Mediaeval social and economic history and source editions. The author of many academic papers, devoted to literary writing, he has published: *Requiem per un albero* (Spartaco 2004, 2007), *La banda della superstrada Fenadora-Anzù (con vaneggiamenti sovversivi)* (Laterza 2011), *La via di Schenèr. Un'esplorazione storica nelle Alpi* (Marsilio 2016, Mario Rigoni Stern Prize 2017 and Cortina Prize 2017), *Storia di Alberi e della loro terra*, Marseille 2017. Since 2018 he has been the director of the Museum Library Archive of Castelfranco Veneto.

Mariano Sartore

Mariano Sartore (Venice, 1961), is Research fellow at the Department of Political sciences of the University of Perugia. He earned an Urban planning degree at IUAV, in Venice and a PhD in Land-use planning, attending the doctoral course of the consortium between Polytechnic University of Milan, Polytechnic University of Turin and IUAV. He taught, among other things, Urban economy (Polytechnic University of Bari 1993/2000), Urban systems analysis, Transport planning, Urbanism (University of Perugia, 1997/2017). Currently, he holds the chairs of Urban Planning and Land renewal and sustainability; he also coordinates the international workshop *Refazer paisagens*, as a part of the Master in Landscape architecture, which is held annually in Lisbon. His research interests cover the relationships between the social processes and the transformations of physical spaces (rural areas, small cities, metropolitan territories and areas hit by tourism), which he investigates at various scales, with a multidisciplinary and systemic approach. He gives special attentions to emerging and transitory phenomena, which he often investigates using photography, as a cognitive analysis instrument.

Verso Nord
Workshop and photographic campaign

Formulation and curation
Massimo Sordi, Stefania Rössl
with studio Otium

**Technical coordination
and secretarial services**
Lisa Rebellato / Otium

Organization
Circolo Fotografico El Paveion,
Spazio HEA, studio Otium

Graphic design
Damiano Fraccaro / Otium



HEA

otium