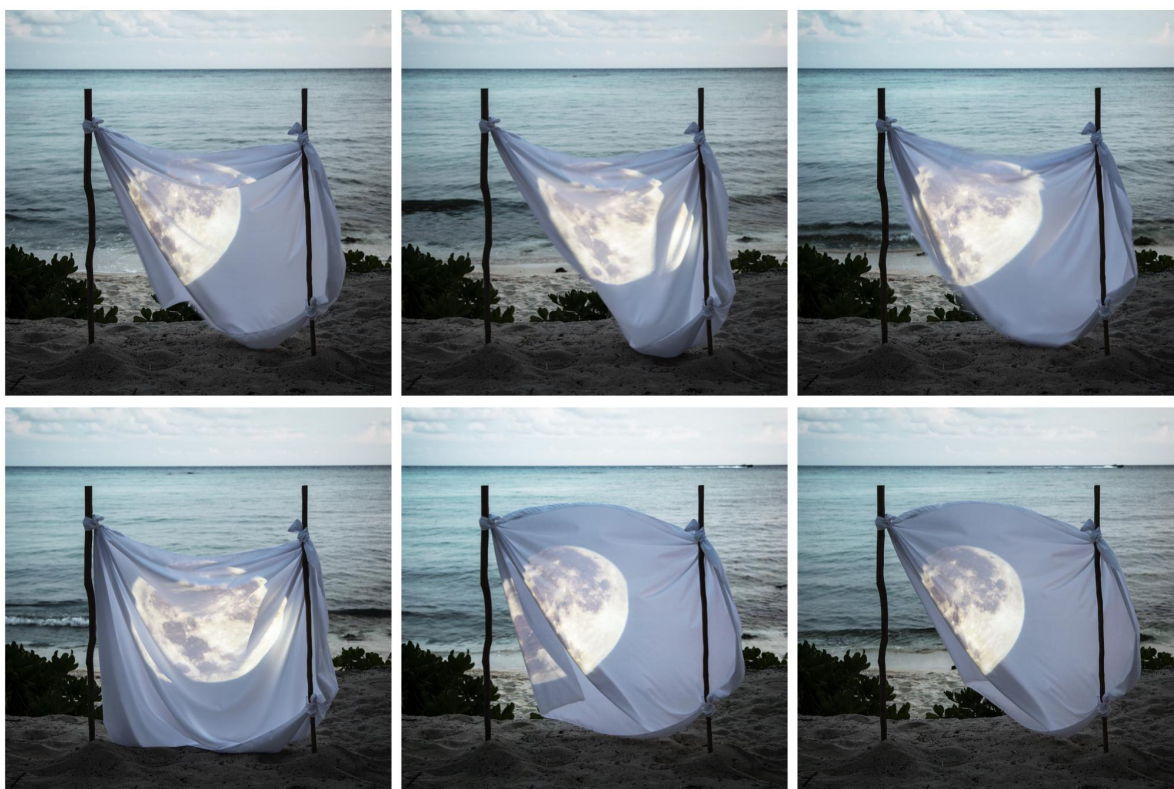


PHOTO LONDON

Fotografía Maroma: a travelling photography series celebrating Mexico

Somerset House
11–14 May 2023



Patricia Lagarde, *Trapping the Moon*, 2022. A project for Maroma, A Belmond Hotel

Photo London celebrates contemporary Mexican photography with the exhibition 'Fotografía Maroma'. Belmond, a pioneer of exceptional travel experiences in some of the world's most inspiring destinations and Presenting Partner of Photo London 2023, commissioned the exhibition capturing the Riviera Maya where Maroma, A Belmond Hotel will reopen in May 2023.

The group show combines the work of four Mexican photographers: **Patricia Lagarde**, **Javier Hinojosa**, **Ilán Rabchinsky** and **Margot Kalach**. Co-curated by Photo London co-founder Fariba Farshad and esteemed Mexican gallerist Patricia Conde, 'Fotografía Maroma' comes to Photo London having toured from Art Basel Miami Beach (1–3 December 2022) and ZONAMACO, Mexico City (8–12 February 2023).

The artists were invited to the Riviera Maya, in the Yucatan Peninsula, where they were given two weeks to capture the bounty and beauty of the beguiling natural landscape using their own particular sensibility and artistic vision. Steeped in centuries of Mayan history and regarded as one of the most beautiful tourist destinations of the Caribbean, the long beaches are for many photographers a dream subject. The result is a multi-faceted and vibrant photography series which offers a glimpse into Mexico's beguiling identity, in conjunction with this historical and idyllic landscape, through the photographers' unique perspectives.

From Patricia Lagarde's creative conjurings of dreamlike scenes – 'Rather than taking pictures of reality I shoot images from my imagination. I invent realities' – to Ilán Rabchinsky's beautifully minimalist works 'My aspiration is to achieve simplicity'; Javier Hinojosa's attuned approach to the natural elements – 'Working with nature means managing uncontrollable factors'; to Margot Kalach's focus on the core make-up of a photograph – 'My preferred medium is the expression of light', the artists used the landscape as their studio and interpreted the Riviera Maya to powerful effect.

Commenting on the process Farshad says: *"It was quite an experience in terms of short-time delivery but for me, it was incredible to work in this way. To give the artists just a couple of weeks and for them to get their shoot done and come back with the results. I think the main point was that we went for the artists that we trusted were going to deliver."*



Javier Hinojosa, *Estenopeica Digital I*, 2022. A project for Marom,. A Belmond Hotel

The artists and their works

Margot Kalach (b. Mexico City, 1992) maintains an experimental and process-based relationship with her artistic projects. The experiment, the game, and the accident are the basis of her work. Her *Day* series is a slow and studied observation of the coastal horizon of the Riviera Maya and its always changing and constantly moving weather captured through one of history's simplest photographic devices — the pinhole camera. Each day the artist would go back and forth from the beach where she shot her subject matter to a darkroom in her hotel bathroom, repeatedly re-capturing the same sight and the passage of time. Through this, Kalach aimed to capture the idea that you never step in the same river twice, even if your feet (and your camera) are standing in the same spot.

The deformation of the landscape and the conversion of its saturated colour to tones of grey by the primitive optical tool offers a passionate, intimate, and transformed view of a popular subject.



tamaño: 200 x 75 x 5 cm
peso: entre 5 - 10 kg

Margot Kalach, *Horizonte II*, 2022. A project for Maroma, A Belmond Hotel

Patricia Lagarde (b. Mexico City, 1960) explores early photographic techniques, such as ambrotype, to produce images where the viewer's fascination with the ordinariness of the objects leads to an endearing journey through memory and its construction.

Lagarde's two series *The Breathing of the Sea* and *Trapping the Moon*, are both part of her ongoing exploration of archives, collections, inventories, and books as an art form. *The Breathing of the Sea* consists of photographs of waves taken at different beaches throughout the region forming a polyptych of 25 images printed on cotton paper and another 120 images in a box file. Each image captures the variables that define each wave: their lengths, slopes, heights, amplitudes, and speed of propagation, forming an archive that aims to address, in a poetic way, their encrypted language. In *Trapping the Moon*, Lagarde returns to a favourite subject of hers, the moon. In this series, the image of the moon is trapped at sunset on a

white cloth laid out on the seashore. Simulating an act of magic, the moon is moved as the fabric its image lays upon flutters in the wind.

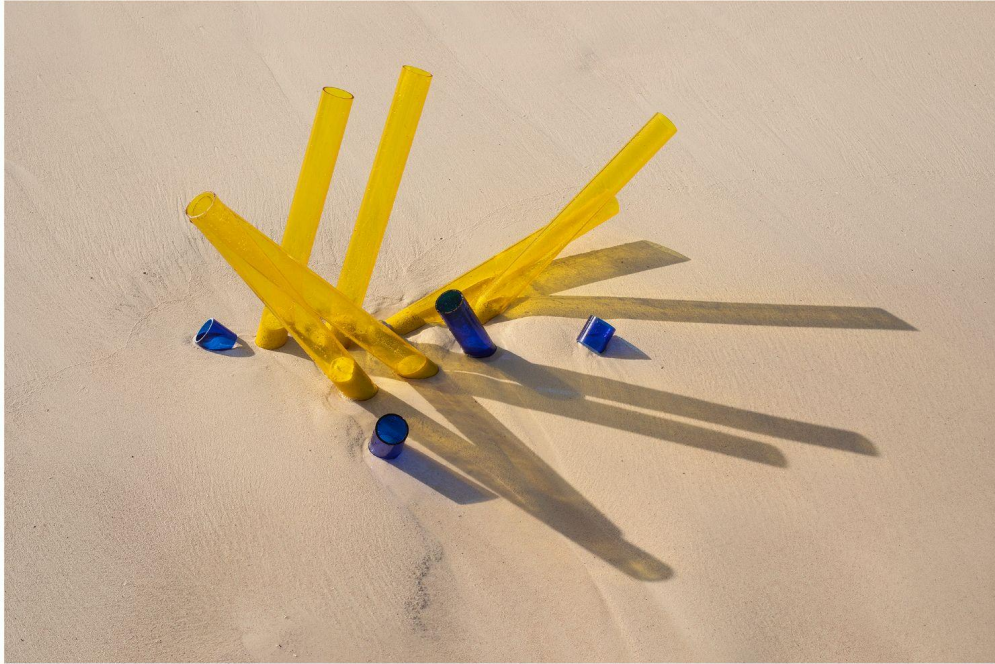
The work of **Javier Hinojosa** (b. Mexico City, 1956) transforms landscapes from something ordinary to a timeless and sublime image. It has been more than 20 years since Hinojosa created a body of work on the Riviera Maya – during which time its landscape has been transformed by hotels and tourist attractions.

For the series *Estenopeica Digital and Polípicos*, Hinojosa went in search of the jungle, the water, the endemic plants and, symbolically, the roots and buttresses of the trees that were sacred elements for the area's Mayan ancestors. The key influence of the Riviera Maya on Hinojosa is its colour, its intensity, and its passion. To obtain outcomes that are both random and playful, Hinojosa experimented with different devices, including a Go Pro camera, a mobile phone camera, and a digital pinhole camera created by replacing the lens cover on his SLR with a cap with a small hole in the centre.

Hinojosa juxtaposed the resulting images by thematic associations, deconstructing the whole and reassembling a new whole from its constituent parts. The intention is to reflect the spiritual and intimate relationship between the magical, poetic, and dreamlike elements of the ecosystem and the artist.

Ilán Rabchinsky (b. Mexico City, 1980) is a photographer, artist, and educator. His work explores the tension between natural forces and the human species, the properties of matter, the intersection between photography and sculpture, and the mechanisms by which photography inevitably turns an object into an image. For *Fotografía Maroma* he presents *A Vessel for the Sun*, capturing a series of ephemeral landscape and seascape interventions inspired by, and responding to, the territory, climate, colour, and character of Quintana Roo. The creation of these interventions often involves negotiation, even struggle, with the landscape's natural forces. The resulting interventions are heavily affected by the movement of the tides, the power of the wind, the palpable presence of the jungle, and the strength of the sun's rays – a negotiation that gives rise to a dialogue between the order and precision of the delicate sculptural gestures and the chance and change of the natural setting.

The series is part of Rabchinsky's ongoing exploration of the dynamic between objects and images, specifically in relation to how sculptural objects are transformed into flat images by the camera, and how the position of the lens and the direction of the light are determining factors in this transformation. In *A Vessel for the Sun*, the colour, light, shape, and scale of the sculptural compositions are translated into images that exist at the threshold between object and image.



Ilán Rabchinsky, *Position and Trajectory*, 2022. A project for Maroma, A Belmond Hotel

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About Belmond

Belmond has been a pioneer of exceptional luxury travel for over 46 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world's most inspiring destinations.

Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to perpetuate the legendary art of travel, taking discerning global travellers on breathtaking journeys. Its portfolio extends across 24 countries with 50 remarkable properties that include the illustrious Venice Simplon-Orient-Express train, remote beach retreats like Cap Juluca in Anguilla, Italian hideaways such as Splendido in Portofino, or unrivalled gateways to world natural wonders such as Hotel das Cataratas inside Brazil's Iguassu National Park. From trains to river barges, safari lodges to hotels, each unique property offers an incomparable experience with its own story to tell. The essence of the Belmond brand is built upon its heritage, craftsmanship and genuine, authentic service. Belmond sees its role as custodians of timeless heritage, dedicated to preserving its assets through sensitive ongoing restoration plans. Belmond is part of the world's leading luxury group LVMH Moët Hennessy Louis Vuitton. www.belmond.com

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About Photo London

Since its launch in 2015, Photo London has established its reputation as one of the world's leading art fairs with the mission of presenting the best of the past, present and future of photography. A key part of the international art world calendar, Photo London harnesses London's outstanding creative talent and brings together the world's leading photographers, curators, exhibitors, dealers and the public to celebrate the medium of our time.

Alongside the main fair, the Discovery section champions young photographers and forward-thinking galleries; the Publisher's section brings the most exciting titles printed internationally; and the Public Programme presents engaging and innovative exhibitions, installations, displays and a renowned Talks programme. Furthermore, the Hahnemühle Student Award and the Photo London x Nikon Emerging Photographer Award nurture and celebrate early and mid-career talent respectively, providing vital support to the photographic ecosystem. Photo London's 'presenting partnership' with Belmond allows the Fair to showcase various forms of photography — this year's focus is on Mexican photography titled Fotografia Maroma curated by Photo London's co-founder Fariba Farshad.

Photo London is produced by Candlestar, the London-based consultancy that runs a range of photographic projects including writing acclaimed books of photographers Steven Meisel and Peter Lindbergh and producing the Prix Pictet, the world's leading award for photography and sustainability, now in its tenth cycle. Founders Michael Benson and Fariba Farshad have also taken a 10% stake in the newly announced PHOTOFAIRS New York, lending their expert knowledge and creative insights.

For further information about Photo London 2023 and to book tickets visit:

<https://photolondon.org/>.

