

From 15<sup>th</sup> September to 21<sup>st</sup> November, 2021

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## Foto Colectania presents the latest project by Txema Salvans, a disturbing look on the Spanish Mediterranean

- Perfect Day is an exhaustive journey from Barcelona to Algeciras, where the photographer questions the stereotypes derived from the overexploitation of the Mediterranean coastline.
- Foto Colectania offers to the public a photographic work that was published as a photobook in the middle of the pandemic with great sales success.
- The exhibition has been organized thanks to the main collaboration of the Banco Sabadell Foundation



*Oropesa del Mar (Marina d'Or)*, from the *Perfect Day* series, 2005-2020 © Txema Salvans

Pictures available at <https://cutt.ly/BnGFK6Y>

**Barcelona.-** The Foto Colectania Foundation and its Main Collaborator the Banco Sabadell Foundation present the exhibition *Txema Salvans. Perfect Day.*

“In recent years Foto Colectania has been promoting the artists of our country through monographic exhibitions. Therefore, showing the work of a photographer like Txema Salvans -whose photobooks have an exceptional international impact- offers the opportunity to enjoy his last series, finally in exhibition format”, explains Pepe Font de Mora, director of Foto Colectania.

Since the beginning of his career, Txema Salvans has been working on the field of everyday life and the surprising human social behaviors. He dedicates long periods to his series before he considers them finished and always accompanies them by photobooks edited by well-known publishers. *Perfect Day*, which was published in one volume with the same title by the British publisher Mack during the pandemic and sold with great success, now comes as an exhibition to Foto Colectania for the whole public to enjoy.

The series is an exhaustive tour of the Mediterranean coast, from Barcelona to Algeciras, carried out between 2005 and 2020. On this occasion Salvans has focused on the surprising places where we consume our leisure time. With his characteristic formal and conceptual style, where irony helps us understand the dimension of the tragedy, he invites us to question stereotypes about the overexploitation of our tourist coastline.

This photographic work forcefully condenses Salvans' career, delving into the theme that haunts the photographer in his latest series. As he explains: “*Perfect Day* talks about the incredible physical and emotional resilience of our species. In this resilience, paradoxically, lies the tragedy of the human being. Where other species give up we are able to hold out a little longer”.



*Torre Vieja*, from the *Perfect Day* series, 2005-2020 © Txema Salvans

## **The Exhibition**

The show comprises of 49 photographs, a project about the Mediterranean, in which the sea never appears. "Not showing the sea was the key. It amplified the feeling of strangeness, of desolation, and above all it helped me to speak of the Mediterranean as an example of what is called 'the tragedy of the commons' in which several individuals, motivated by personal interest and acting rationally, end up destroying a limited shared resource (the common one), that is, the Mediterranean, by land, sea and air ", explains Txema Salvans.

"Those scenographies of leisure in postindustrial society are exactly what interests Txema Salvans, who captures them by emphasizing their surreal banality and sharpening the feeling of funny strangeness that they produce in us", writes Joan Fontcuberta in the photobook *Perfect Day* (Mack editorial, 2020 ).

The title of *Perfect Day* refers to the Lou Reed song, but also to a Salvans' recurring idea. "Our existence is framed between a highly improbable event that is being born and another inevitable event that is dying. From this binary perspective, every second of life is a Perfect Day ", Salvans says.

The images do not respond nor explain, but rather challenge the viewer with the will to leave him suspended between tragedy and comedy. It is the viewer who decides the final meaning.

As the journalist and professor Pepe Baeza says in a text about the artist: "But is it really possible to find pleasure in degraded places like these? And why not? After all, gratification is subjective and achieving it with few resources is a wise exercise in survival".

## **Methodology**

For this project, Txema Salvans has worked with a large-format analog camera mounted on a tripod. According to him, "the great paradox of working with this camera is that the more complex the liturgy that accompanies the photographic act is, the more visible I am, but the more unnoticed I pass."

The high quality offered by the camera allows us to emphasize the context and its details, but it is the human presence that gives it the tragic dimension that Salvans seeks. Working with film instead of digital gives a recognizable texture and is not subject to the fads of digital filters. Many photographs are taken up on the roof of his van, with which he has traveled 150,000km over 15 years.

"Photography is a state of mind, it allows me to experience an intellectual pleasure, observe the complexity of our species, be alone, wander and remain in a state of contemplation that frees me from the need to be the protagonist of my own life. And that's a great relief ", Salvans concludes.

## **About Txema Salvans**

Since two decades ago, Txema Salvans (1971, Barcelona) has developed his work with a documentary and artistic approach outside the usual circuits of photojournalism, approaching the photographic essay as well.

Joan Fontcuberta has described his work as a "balance between critical thinking and a poetic sense of humor". The projects of Txema Salvans, a chronicler of contemporary Spain, are always consolidated in the book format. His first book *Nice To Meet You* (ACTAR, 2005) received the Photo España 2005 award for the best photobook. *The Waiting Game* (RM, 2013) was awarded as the best Ibero-American photobook (2012).

In 2018 he published *My Kingdom* (MACK, 2018) and also the second part of *The Waiting Game* (RM, 2018). *Perfect Day* (MACK, 2020) is his last project, published in the middle of the pandemic. Txema Salvans' work has been published in the main international media, such as *Le Monde*, *Sddeutsche Zeitung Magazine*, *Stern*, *New York Times*, *NZZ*, *Liberation*, *Monocle*, *Colors*, *Big Mag*, *Vice*, *Marie Claire*, *GQ France*, *Elephant*, *British Journal of Photography*, *Wallpaper*, *ID Magazine*, *Matador* and *El País Semanal*. He has exhibited at numerous festivals and museums, including the *Centro de Arte Contemporáneo Arts Santa Mònica*, *La Virreina Centre de la Imatge*, the *Museum of Contemporary Art in Hamburg*, the *Museum für Photographie Braunschweig* and the *Museo Centro de Arte Contemporáneo Reina Sofía* in Madrid.

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## **The Foto Colectania Foundation**

Foto Colectania is a non-profit organization, created in Barcelona in 2002, with the aim of disseminating photography and making it known in the social, artistic and educational field of our country. The programs that are carried out, from exhibitions to activities and publications, are based on the creation of an innovative and participatory project whose main axis is thinking around the image.

Based on *Paseo Picasso 14*, in the heart of the Born district, Foto Colectania has established itself as a reference center in the field of photography that houses a photographic collection of more than 3,000 works by 80 Spanish and Portuguese artists, in addition to the archive by photographer *Francisco Gómez* and other collections from several private collectors.

## Practical Information

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### ***Txema Salvans. Perfect Day***

15 September – 21 November, 2021

Pictures available at <https://cutt.ly/BnGFK6Y>

### **Fundación Foto Colectania**

Passeig Picasso 14

08003 Barcelona

[www.fotocolectania.org](http://www.fotocolectania.org)

### **Opening Hours:**

Wednesday-Saturday: 11 am – 2:30 pm, 4-8 pm.

Sunday: 11 am – 3 pm.

Closed on Mondays, Tuesdays and Holidays.

General entrance fee: 4 €. Concessions: 3 €. Free of charge: 1<sup>st</sup> Sunday of the month.

### **Foto Colectania is supported by:**

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