

Joan Fontcuberta: Imago Ergo Sum

By Sema D'Acosta, Josep Ramoneda, Joan Fontcuberta, Emmanuelle Waeckerle

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Imago Ergo Sum brings together the most important milestones in the career of conceptual artist Joan Fontcuberta (born 1955), through three approaches: the work itself; the book as an object; and the exhibition. Trained in advertising and raised in Franco’s Spain, Fontcuberta has been creating postmodern works of photography since the mid-80s, co-opting all forms of media and public communication to breed distrust in the truth of the image. Edited and created under the supervision of Fontcuberta himself, this is a book of his books, as well as a compendium of the work and the semantic and visual games of this master of Spanish photography. The volume includes a text by one of the key figures of Catalan contemporary culture, Josep Ramoneda, and by the curator of the exhibition, Sema D`Acosta, as well as an interview with the photographer.

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- Rank: #2701144 in Books
- Published on: 2016-04-26
- Original language: English
- Number of items: 1
- Dimensions: 10.90" h x .60" w x 9.10" l, .0 pounds
- Binding: Paperback
- 144 pages

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