Effearte is proud to present Spectator, the first solo show by Elina Brotherus in Milan which includes five new works. The exhibition will host a series of new photographs, made by the artist a few months ago in New York, and a selection of works from her recent monograph Artist and her Model (Le Caillou Bleu, Brussels 2012).

In these works the internationally recognized photographer focuses on the artist’s gaze on his/her model which, as she explains, “it is neither masculine nor feminine gaze but something neutral observing, scrutinizing, sometimes surprised or admiring”.

Elina Brotherus investigates through the camera the human figure and its place into the environment, looking for suitable light and landscape. She affirms that she “looks for what we too often lack in the everyday life: calm, wide spaces, surprise, veritable solitude and in compensation a shared experience”.

The spectator represented from behind is often present, pointing out to the motif of the reciprocity of vision.

The exhibition is curated by Lorella Scacco and it participates in the seventh edition of Milan Photofestival promoted by AIF - Associazione Italiana Foto & Digital Imaging in collaboration with Camera di Commercio and Unione Confindustria Milano.

The show is with the patronage of the Finnish Embassy.

Simultaneously with the solo show, Effearte will continue to present its series of video previews that will be shown in a dedicated project room with a video by Marit Følstad.

The Norwegian artist presents for the very first time in Italy the video With The Lights Out. In this work our attention is drawn to the play of repeated cascades of organic forms, which like an undecipherable language is rolling out of a smoking man’s mouth. The formal sequence is enhanced by a space-defining soundtrack, which contributes to liberating the beholder from rational perception and to open up for emotional reception.

The video preview is curated by Marianne Hultman and is with the patronage of the Real Embassy of Norway.
ARTISTS

**Elina Brotherus** was born in Helsinki, Finland, in 1972. She lives and works in Finland and France.

Before her MA degree from the University of Art and Design, Helsinki, 2000, the artist studied at the Helsinki University graduating in Analytic Chemistry in 1997. Elina Brotherus has been awarded important prizes such as the Prix Niepce of Gens d’Image, France, 2005, the Carnegie Art Award’s Young Artist’s Stipendium, 2003, and the Prix Mosaïque in Luxembourg in 2001. In 2000 she won the Fotofinlandia Award.


Group shows include: Out of Focus, Saatchi Gallery, London; Narratives and Narrative Forms, Lianzhou Photography Festival, Lianzhou, China; Biennial of Photography, Musée d’art moderne et d’art contemporain MAMAC, Liège, Belgium (2012); Biennial of Sidney (2006); Self-Timer, Kunsthalle Fridericianum, Kassel (2005); Trasparente at MAXXI, Museo Nazionale delle Arti del XXI secolo, Rome (2003); Citibank Photography Prize by The Photographers’ Gallery, London (2002).

Elina Brotherus’ work features in both private and public collection around the world.

**Marit Følstad** was born in Tromsø (Norway), she lives and works in Oslo. She received her education from Glasgow School of Art in Scotland and School of the Art Institute of Chicago in USA. Video is one of most favorite medium to make her performance portraits in which the main character is often her body. Videos are frequently part of installations which include the employ of neon, photography and sound. She recently started to work together with musicians and djs to realize videos soundtracks.


Her work features in both private and public collections in Norway and at the Sound Art Museum – Radioartemobile, Rome, Italy.

CURATRICI

**Marianne Hultman** is a curator. Since 2007 she has been the artistic director of Oslo Kunstforening/Oslo Fine Art Society. Between 2002-2007 she was a curator at Norrköping Museum of Art in Sweden. Hultman has edited and written exhibition catalogues, books and magazines. She has curated the following exhibitions: Moataz Nasr: Hidden Landscape (2012); Dafna Shalom: Fearful Days (2012); Uriel Orlow and Céline Condorelli: Terrain Vague, Persistent Images; Katarina Nordström: Almost Nothing (2011); Carl Michael von Hausswolff and Thomas Nordanstad (2011); Play Time: Three Times Jaques Tati (2011); Marit Follostad: Everything Merges with the Night (2010); Stop Making Sense (2010); Mai Hofstad Gunnes: A Shape of Love You Can Never Imagine (2009); Maputo: A Tale of One City (2009); Charlie White: Spilling Hot Gossip a Selection from the Girl Studies; (2009); Toril Johannessen: Variable Stars and In Search of Iceland Spar (2009); Rock’n Roll Vol I (2007); Annica Karlsson Rixon: Today, Tomorrow, Forever (2006); A Whole Lot of Things: Elis Ernst Eriksson (2006); Einar Haste: Closed Space (2006); Good Neighbors: Contemporary
Lorella Scacco is an art critic, journalist and curator. She graduated in History of Contemporary Art and in Aesthetic. She is member of SIE, the Italian Aesthetics Society. She curated exhibitions and catalogues relating to contemporary art exhibitions in both public and private exhibition spaces in Italy and abroad including Artesto at Palazzo della Triennale in Milan (2006), Mobile Journey at the 52nd Biennal of Venice (2007), The Hot Season – Italian Art Now at the Stenersen Museum in Oslo (2008), Marian Heyerdahl, Castello Sforzesco, Milan (2010). She collaborates with some specialised art magazines. Upcoming exhibitions for 2013 include the exhibition Social Videoscapes from the North at the Pro-Artibus Foundation, Ekenäs, Finland and at Careof in Milano.