

PRESS RELEASE

10/05/2017

The exhibition can be visited between 11 May and 10 September on the 3rd Floor

FUNDACIÓN TELEFÓNICA PRESENTS AN EXHIBITION ON 'THE LEICA', THE CAMERA THAT CHANGED THE WAY OF VIEWING THE WORLD AND WHICH DEMOCRATISED PHOTOGRAPHY

- *EYES WIDE OPEN! 100 Years of Leica Photography* is based on nearly 400 photographs, documentary material, interviews and objects from private collectors and museums and archives preserved from the Leica Archive, all appearing in Spain for the first time. A replica of the original Leica from 1913-14 and the first camera that was put in sale in 1925 are among the key exhibits.
- More than 100 photographs, among them Cartier-Bresson, F.C. Gundlach, Fred Herzog, Elisabeth Hase and Robert Capa, feature in the exhibition about this mythical camera, which represented a technological revolution, opened up new perspectives and changed the way the world was perceived.
- The show is complemented by a series of side events ranging from a street photo competition on Instagram, a talk by the photographers Paolo Nozolino and Alberto García-Alix and a programme of workshops for children, teenagers and adults, as well as guided visits.

Madrid, 10 May 2017. Lightweight, small (scarcely 400 grams), compact, versatile and affordable are the attributes that define Leica, a camera that revolutionised the world of photography in the 1920s and put photographic art within everybody's

For further information

Fundación Telefónica
External communication
eva.solansgalobart@telefonica.com
Tel: + 34 91 5844722

Contact Municipal Exhibition Hall San Benito
exposiciones@fmcva.org / 983 42 61 93

reach, amateurs and professionals alike. With the exhibition **PHOTOESPAÑA 2017** *EYES WIDE OPEN! 100 Years of Leica Photography*, Espacio Fundación Telefónica pays homage to the century-long lifetime of this camera and to the events, characters and actions it allowed to be portrayed and that have passed into history. A camera that stimulated photographic experimentation, represented a technological revolution, offered new perspectives and changed the way of seeing the world.

As part of the program for the 20th Anniversary of the PHotoEspaña Festival 2017, the exhibition, produced by Leica and curated by Hans-Michael Koetzle, can be visited on the 3rd Floor of the Espacio Fundación Telefónica between 11 May and 10 September 2017. *EYES WIDE OPEN! 100 Years of Leica Photography* is based on nearly 400 photographs, documentary material from private collectors and museums - magazines, books, advertising posters, catalogues, interviews, as well as documents and objects stored in the Leica Archive that are on show for the first time in Spain. A replica of the original Leica (Ur-Leica in German) from 1913-14 and the first camera that went on sale in 1925 are among some of the key exhibits that interact with the work of renowned international photographers of the stature of Cartier-Bresson and Robert Capa, anonymous photographers, photojournalists and auteur experimental work.

Divided into eight areas, *EYES WIDE OPEN! 100 Years of Leica Photography* presents a small format history of photography from its origins up to the present day by reproducing key moments in our recent history and providing a new perspective of the world. These various sections demonstrate, for the first time, the change that the invention and commercialization of the Leica camera represented for photography. What new subjects did it open up? What new visual approaches emerged? How did visual language evolve with its appearance?

The exhibition covers different historical and artistic periods such as **Leica and the 'Neues Sehen' (New Vision)**, which develops the idea that Leica was fundamental in creating a new visual language; **'Photojournalism'**, in that the new camera made it possible to take one picture straight after another, at speed, which favoured the newly emerging genre of reporting; **'Subjective Photography'**, now any *amateur* with experience could also create artistic photos; **'Humanist Photography'**, set in the urban universe with everyday life shown as a theatrical performance; **'The new colour photography'**; **'Fashion Photography and the Leica Camera'**, the special features of the **Leica M** favoured the aesthetic acquired by fashion photography and **'Auteur Photography'** with a range of various types of creatives who used different resources.

The origin of the Leica camera

In June 1914, Oskar Barnack, an engineer for Leitz (Wetzlar, Germany), the leading manufacturer of microscopes, constructed the first working model of a compact

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camera that used 35 mm cinematic film. The idea Barnack had in mind was to make a small, light camera that allowed photos to be taken one after the other in a quick and simple way using cine film already available on the market which was therefore comparatively less expensive. The camera was dubbed Leica (= **Leitz / Camera**) in 1925 using the slogan 'Small negatives, big pictures'. The Leica was not only compact, reliable and quick to use, but also included a high-performance lens designed by Max Berek, forcing a paradigm shift in the world of photography.

Emerging in the midst of the interwar period, the Leica was launched by Ernst Leitz in the spring of 1925 in a period of dramatic changes across all spheres. The First World War, the November Revolution in Germany and the October Revolution in Russia marked new milestones in breaking down the social order. The most visible manifestations of growing technological progress were cars, aeroplanes and skyscrapers. The art world reacted with movements such as Constructivism, Dadism and Futurism. The Leica camera provided the photographic medium's response to the emerging needs of a new age marked by startling changes. A camera capable of fitting in a coat pocket became the essential companion of not only professional photographers but also amateurs and emancipated women, thus converting photography into a natural part of everyday life. The Leica represented a technological revolution akin to the mobile phones of today.

Parallel activities

The exhibition is accompanied by a new Instagram competition between 5 and 28 May 2017. The contestants can take part by tagging their street photo images with #LeicaContest y #IgersHuaweiP10. The winning photos will be exhibited in mid-June in the Instagramers Gallery of the entrance hall of the Espacio and the winners will be entered into a prize draw for a Huawei P10 smartphone. Terms and conditions available at Instagramers.com

On 1 June, in collaboration with PHotoEspaña, a joint talk will be given in the auditorium by the photographers Alberto García-Alix and Paolo Nozolino on the history and uses of Leica cameras in their profession. The discussion will be moderated by Alejandro Castellote.

Also, as usual, there will be activities aimed at the school age audience, a family workshop entitled *Menuda Imagen (Small Image)*; the workshop *The Leica Journal. The newspaper aimed at young Leica reporters* aimed at teenagers and, for adults, various workshops will be given linked to photojournalism, photographic techniques and producing portraits. There will also be three intergenerational workshops: *Female pupils, Urban hell; From flâneur to street photography* and *Smartphone, a log book*.

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There will also be free guided tours from 16 May onwards with no need to reserve operating on Tuesdays at 12:00 and 18:00, Wednesdays at 18:00 and Saturdays at 10:30. Visits can also be arranged by reservation. For more information and for reservations and registrations go to the website at: actividades.espacio@fundaciontelefonica.com

LIST OF ARTISTS

Agha, Dr. Mehemed Fehmy	Güler, Ara	Nothhelfer, Gabriele und Helmut
Angenendt, Erich	Gundlach, F.C.	Nozolino, Paulo
Araki, Nobuyoshi	Gutschow, Arvid	Pomés, Leopoldo
Arnold, Bernd	Hase, Elisabeth	René-Jacques
Auerbach, Ellen	Heidersberger, Heinrich	Riboud, Marc
Baier, Julia	Helmer-Petersen, Keld	Rodger, George
Barbey, Bruno	Henisch, Walter	Rodtschenko, Alexander
Barnack, Oskar	Herzog, Fred	Roiter, Fulvio
Baumann, Horst H.	Hoepker, Thomas	Roversi, Paolo
Behnke, Julius	Hohlwein, Ludwig	Rübel, Lothar
Berengo Gardin, Gianni	Hoyer, Andrea	Saebens, Hans
Beutler, Willi	Hubmann, Franz	Salgado, Sebastião
Bing, Ilse	Huisgen, Julius	Salomon, Dr. Erich
Bischof, Werner	Hunter-Salomon, Peter	Schneiders, Toni
Boubat, Édouard	Kemlein, Eva	Sieff, Jeanloup
Bulmer, John	Klemm, Barbara	Silvester, Hans
Burri, René	Koenig, Wilmar	Skrein, Christian
Capa, Robert	Kolář, Viktor	Springmann, Liesel
Cartier-Bresson, Henri	Korda, Alberto	Stankowski, Anton
Castello-Lopes, Gérard	Le Querrec, Guy	Stettner, Louis
Cohen, Mark	Lebeck, Robert	Stock, Dennis
Davidson, Bruce	Leiter, Saul	Strömholm, Christer

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Depardon, Raymond
Dityvon, Claude
Eggleston, William
Eisenstaedt, Alfred
Epstein, Mitch
Erwitt, Elliot
Feininger, Andreas
Fontaine, François
Freed, Leonard
García-Alix, Alberto
Gilden, Bruce
Groebli, René

Lessing, Erich
List, Herbert
Mack, Ulrich
Makovec, Josef
Masats, Ramón
McBride, Will
Meisel, Rudi
Meiselas, Susan
Mermelstein, Jeff
Meunier, Bertrand
Meyerowitz, Joel
Morath, Inge

Photo **ESPAÑA** 2017

Tritschler, Alfred
Umbo
Ut, Nick
Vanden Eeckhoudt, Michel
Vogel, Walter
Walthari, Dr. Dietz
Weiss, Sabine
Wiedenhöfer, Kai
Willaume, Alain
Wolff, Dr. Paul
Wood, Tom
Yamaguchi, Herbie

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