

PACO

Francisco Carrascosa
Geroldstrasse 31, CH-8005 Zürich

☎ +41 79 683 85 51

✉ mail@paco-carrascosa.ch

🌐 www.paco-carrascosa.ch

“Johnnie Walker on the beach” – still life, pictures of people & diary – society catalogue and encyclopaedia of contemporary daily life (21st century)

Carrascosa’s photographs are an homage to the film “Blow-up” and an appreciation of the carefree, the intimate and of overlooked moments.

The artistic concept: encyclopaedia in images of contemporary daily life

Francisco Paco Carrascosa is fascinated by the private, everyday space in public. He focuses on situations in which people feel they are not being observed. He attempts to capture these moments with the camera: giving back to the unforeseen, the unforeseeable the space that it deserves.

In this way an “encyclopaedia of daily life” in accordance with Roland Barthes is created: “the frailty within which we move – ... life consists of these little touches of solitude”.

Japan in October 2008: One picture sets off a project spanning several years. Carrascosa goes on his travels, taking him to Japan, Spain, Italy and England, and of course he also “hiked” through Switzerland. In parallel with his movement, he records his observations in pictures. The photographic-filmic series of people/things are arranged chronologically, by location and by season and time of day.

My travel at the same time form the framework for the bibliophile book series of 5 volumes that is to appear in the autumn 2012/13. This will focus appropriately on the flood of images and on immediacy.

How are the images created? “Normally the pictures seek out me ... through a situation, an impulse somewhere in my surroundings, I am carried from one picture to the next, until the pictures ‘stop’. A special atmosphere is created, a tension between different messages. ... And then they pop, like soap bubbles – the communication is interrupted, and I stop taking pictures. So I am always in the loop, I don’t ‘just start shooting’.” (Carrascosa)

Technique supports a specific aesthetics.

Carrascosa zooms in his pictures digitally, which gives them a less “professional” appearance, recalling instead the aesthetics of paparazzi pictures. Using a semi-professional digital camera results in a trigger delay – the photographer can control the picture only to a certain point, after which there is this so-called “**blind moment**” – the “protagonists” might look away just at that moment, bend down, close their eyes or walk out of the picture and disappear from focus and/or become blurred. This results in a “private

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aesthetic". Carrascosa refers to these pictures as still lifes of the 21st century: (mostly) everyday scenes, which in their details reveal much about our society. It is the little things, the simple stories, that he captures in his images: such as a cigarette box that has been driven over several times and lies on the road, wet and squashed; the posters in children's rooms with Spiderman motifs; people arguing with one another, driving to work or sitting quietly on a park bench. The private sphere is deliberately treated differently than the tabloid style of celebrity paparazzi or the "flaunting" of virtual social networks.

This is where Carrascosa's interest in the mass media and its reproducibility, in digitalisation and the "still lifes of our time" also comes into play. He poses questions about our awareness of everyday life, about where we store such images. And with self-criticism he questions his own work as a photographer who himself produces new images every day.

The title "Johnny Walker on the beach" (walker = a traveller, a stroller)

During his trip to Japan, the artist was inspired by a figure from Haruki Murakami's book «Kafka am Strand». Johnnie Walker sees himself as a figure from the Pop Art scene and as a symbol of an itinerant, but not in a naive or tacky manner. Rather he sees his project as a continuation of the works of Paul Strand (anonymous woman on a park bench in NYC, 1916) or Beat Streuli (anonymous street pictures). In addition he forms a counterpoint to the neo-photorealism of «shooting the subject in the right setting», giving short shrift to today's need for orientation and stark symbols (brands).

Short production description – book series of 5 volumes:

- **Size:** 150 x 210mm, per page one image
- **Book-Serie:** 5 volumes, 528 pages per book
- **Paper FSC:** content: Z-Offset W 60 gm² holzfrei, Cover: Softcover 240 gm² Z-Offset W
- **Edition:** 500 pc.
- **Languages:** D/E
- **Print & PrePress:** open
- **Graphic Design Cover & Typographie:** Emanuel Tschumi, Zürich
- **Images Content:** Francisco Paco Carrascosa (Künstler)
- **Producer and Editor:** Irene Jost/Culture_Art_Communications
- **International Distribution:** e.g. Verlag für moderne Kunst Nürnberg