



Press Release

Hélène Veilleux

"38E Parallel Nord"

Opening: Thursday October 6th from 6.30 pm
Duration: October 7th – November 26th, 2016
Location: Studio Clelia Belgrado - VisionQuestT contemporary photography
Piazza Invrea 4r, 16123 Genova, Italy - +39 010 2476642
Hours.: Tuesday to Saturday from 3 pm to 7 pm
Web Site: www.visionquest.it
E-mail: info@visionquest.it

VisionQuestT contemporary photography is pleased to present the new 2016/2017 season with **Hélène Vielleux** and her **38E Parallel Nord** project

"Tourist:

*The forehead pressed against the bus window, eyes wide open to capture every inch of the city flowing by,
Clinging to my camera, accumulating postcard images with the secret hope of finally being able to confront the reality of this city nestled beyond the 38th parallel north, with the sum of the images, voices and fantasies that inhabit my mind,*

But I'm a tourist, and the bus is already taking off again"

Hélène Veilleux "strolls" in one of the most closed city in the world: Pyongyang, North Korea

and she gives back postcard images that look like propaganda posters typical of the communist-era , filled with that hostility typical of that architecture designed to belittle the individual and emphasize the strength of the collective.

The power of the state on public spaces, where architecture becomes a political statement; Pyongyang is the example of a "theater" city where every view and every move are designed and built to serve a "fiction state" and where every citizen has a specific role in this authoritarian "theater".

Not being able to have access to the reality of the country, Hélène Veilleux, decides to concentrate the project of her photographs on a simple idea: what a country decides to show says a lot about what this country wants to hide.

Aided by the toned images through the use of a rosy filter, which gives them a sense of almost exaggerated sweetness, and embellished with clouds that look like cotton candy, these urban landscapes, with no or few people present, make us question what's behind the long clean boulevards, the great monuments and brand new buildings, the large statues of the always smiling leaders: these are the questions that arise from silent 38E Parallel North.

"My creative work could be defined as a thin line between reality and fiction. I invite you to cross the 38th parallel north and "visit" Pyongyang, ... "

Technical information:

Edition of 5 - cm 40 x 60 and cm 70 x 100

Archival Fine Art prints on Hahnemühle FineArt Matt 308 paper

Mounted on 2mm dibond

Bio:

Hélène Veilleux was born in Lyon, lives and works between Lyon (France) e Tbilisi (Georgia) - Baikonur, Chernobyl, Transnistria ...

Hélène Veilleux's photos are part of an attempt to question the reality, exploring the concept of "Zone": its spaces, real or imagined, where everything that we take for granted it is not as much a bit 'less' ... where certainties crumble, giving way to something definitely ...

More

Solo & Groups Show

- Echappées Belles 2014 (Paris/France)
- | Itinérances de Photo Docks Art Fair 2014 (Lyon/France)
- | Exposition. Arles OFF 2015 (Arles /France)

Interviews

- LMC : <https://www.lemauvaiscoton.fr/art/escapade-en-coree-du-nord/>
- Funquatre : <http://www.funquatre.fr/fr/interviews/photo-darchitecture-helene-veilleux>
- Women in photography : <http://www.womeninphotography.info/blog/2016/5/6/hlne-veilleux-france>

www.ladentdeloeil.net

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