

PHOTOLOGY®



MARTIN PARR BACK TO THE BEACH

Photology Online Gallery 3 June - 31 August 2021

<https://www.photology.com/martinparr/>

high definition images
(only 2 images can be used for each article)

<https://drive.google.com/drive/folders/11oLK0klm5reDatCEMdwGYS3Pb7jllfJ>

MARTIN PARR > BACK TO THE BEACH

Martin Parr, one of the greatest contemporary photographer and photojournalist of our time, has been picturing beaches all over the world for over 40 years and we believe it's now the time to dedicate a certain number of art exhibitions to this cinematographic theme. **Martin Parr** survey of such sociological pattern is highlighted with sarcasm and irony, in which banality and excess interfere; his **beach culture** truly show our rituals in which we behave without prejudice: we get close to the seaside and we blend ourself in sunbeds, sandcastles, seashell, floatables.

What we have been devising in recent years as a cultural metaphor and an artistic omen, with a catastrophic pandemic is now reality. Nevertheless we are anxious to go back to normality and in fact this new exhibit by **Martin Parr** is our wishful thinking. Images which seem messages coming from other planets remind us the way we were and where we would like to carefully go back to. Our selection of Martin Parr photographic works feature a broad time frame (more than 30 years) of beach pictures: people closeness engaged through colorful props like in his work "**Nice, France, 2014**"; mass confusion and aggregation such as "**BEACH THERAPY, Grande Beach, Mar del Plata, Argentina, 2014**", a no-privacy beach life like in "**BEACH THERAPY, Sorrento, Italy, 2014**".

Photology has been working with Martin Parr since 1996 including his works in various travelling group shows such as *Colorealismo* (Milano, Roma) and *Love & Desire* (Milano). His solo show *Global Flowers* premiered at Photology Noto in 2016 and toured to Rimini and Bologna in 2017, with Photology Garzon as a final destination in 2018. Photology is now proud to present "Back to the Beach" an exclusive online exhibit **until 31 august**. Please connect with **Photology Online Gallery** on **Thursday 3 June 2021**, to première the virtual tour of the exhibition (<http://www.photology.com/photology-online-gallery>).

His contagious irony as a photographer, filmmaker and collector, has defined an entire generation of art aficionados. Since 1994 he is member of **Magnum Photos Inc** and his work has been published in more than 40 monographic publications and exhibited worldwide with about 80 solo shows.

Back to the Beach can be defined a bright ironic survey of our contemporary behaviors, which show through art what we truly are. People and situations in Parr's photographs may seem kitsch and ambiguous but underneath they point out how we live and the way we would like to be seen.

MARTIN PARR > MAJOR MUSEUM SHOWS

London Barbican Arts Center | Museum fur Gestaltung Zurich | National Portrait Gallery London | Bibliothèque Municipal de Lyon | Centro Culturale Recoleta Buenos Aires | Moscow House of Photography | Seoul Arts Center | Canadian Museum of Contemporary Photography Ottawa | Australian Center for Photography Paddington | Palazzo delle Esposizioni Roma | Hong Kong Arts Center | ICP New York | Photokina Koln

PHOTOLOGY ONLINE GALLERY

If there were one trait that characterizes **Photology** it would be its ability to evolve and keep up with the times. A spirit of adapting that, in its 28 years of activity, has allowed us to organize more than 350 exhibitions worldwide, collaborating with international artists, archives, foundations, galleries, museums and Universities.

After opening various exhibition spaces worldwide – Milan (1992-2015); Cortina (1992-1995); London (1997-2000); Bologna (2000-2003); Paris (2007); Noto (2013- ON); Garzón, Uruguay (2015-ON) – Photology has chosen a new path, actualizing the concept of a gallery as a physical space, with the creation of a **new virtual reality: Photology® Online Gallery**. Starting in 2020, the exhibitions produced by Photology will be entirely and solely usable on-line. Therefore allowing a broader pool of viewers to take pleasure in the photographic works displayed, and to have the opportunity to purchase them directly through the site www.photology.com.

The 3D platform is already available **since September 2020** with a **system of navigation that will permit users to navigate within a virtual space that is totally realistic**.

The exhibited works can be enlarged, looked at in detail and viewed from various angles. The text and information systems will be inserted in the exhibition context, including videos. In the case of interest in a private view of the individual works, there is the possibility of making private appointments directly with a team of specialists in principle Italian cities

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Above:

Martin Parr, BEACH THERAPY St Ives, Cornwall, England, 2017. Pigment Print, printed 2018, 50x75cm. Edition 3-10.

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