



## AT THE SCHOOL OF IMAGES WITH ROLAND BARTHES

The fifth edition of MIA Fair celebrates the centenary of the French intellectual's birth with

**“Années Barthes”, a programme of encounters devised by Gianluigi Ricuperati.**

**Guests include Hans-Ulrich Obrist and Alice Rawsthorn**

Reimagining our relationship with the image, its codes and languages, analysing how the new technologies helped to change the very way we observe, record and thus even remember. *Années Barthes* is the title of the cycle of encounters which **Gianluigi Ricuperati** and the Institute for Production of Wonder have devised to accompany MIA Fair, the Milan Image Art fair, now on its fifth edition at The Mall in the renovated quarter Porta Nuova Varesine.

The programme conceived by Ricuperati is inspired by the 100th anniversary of the semiologist Roland Barthes and the 35th anniversary of the publication of *Camera Lucida*: a study of fundamental importance in defining the aesthetics of the image in the contemporary era. The project, based on a re-reading of Barthes' text, is based on a series of three encounters, in the first of which **Hans-Ulrich Obrist**, one of the most influential art critics of our time, comments on a number of passages in the study together with **Alice Rawsthorn**, a design critic of international standing and influential writer of the *New York Times* and of *Frieze Magazine*.

The second encounter – on Sunday 12<sup>th</sup> April at 6.30 pm - is based on one of Barthes' final projects, that remained unfinished due to his early death. The projections edited by **Lucia Orsi** accompany the reconstruction by which the literary critic **Giuseppe Girimonti Greco** takes up the intellectual's analysis of Paul Nadar photographic portraits of the models who gave Marcel Proust inspiration for the protagonists of his novel *À la recherche du temps perdu*.

The programme closes on Sunday 13<sup>th</sup> April at 6.30 pm, with the presentation of an unprecedented, revisited version of the work *Camera Lucida*. With the assistance of eight young women involved in the recent CeSCOT training courses targeted by the Veneto Region at jobseekers, it has been possible to update part of the iconographic repertoire selected by Barthes for *Camera Lucida*, with images taken after his death. A “performance-style” project, with commentary by **Marco Cendron** of the Pomo Galerie, the publisher **Giovanna Silva** and the art gallery owner **Guido Costa**.

## **Années Barthes**

Programme conceived and directed by Gianluigi Ricuperati for MIA Fair  
Milano, The Mall – Conference Room of MIA Fair

Saturday April 11 | 2.30 pm

*Le grain de la voix. Thinking about Roland Barthes in the 21th Century*

Speakers: Hans-Ulrich Obrist (art critic, curator), Alice Rawsthorn (design critic).

Moderator: Gianluigi Ricuperati (writer, Director of Domus Academy)

Sunday April 12 aprile | 6.30 pm

*Nadar Radar Proust. Intermittences of the Heart*

Speakers: Giuseppe Girimonti Greco (literary critic), Lucia Orsi (head of exhibition, Admira).

Moderator: Gianluigi Ricuperati (writer, Director of Domus Academy)

Monday April 13 April | 6.30 pm

*La Chambre Claire Re-Loaded*

*Curated by Pomo Galerie and Institute for Production of Wonder, featuring the Cescot Course participants supported by Regione Veneto.*

Speakers: Marco Cendron (Pomo Galerie), Guido Costa (art dealer), Giovanna Silva (publisher Humboldt Books). Moderator: Gianluigi Ricuperati (writer, Director of Domus Academy)