

Press release



Marcelo Brodsky  
 From the series 1968: the fire of ideas  
 Washington, 1968 (detail)  
 2014-16  
 Black and white archival photograph by  
 © Associated Press, (Anonymous, 1968)  
 Intervened with handwritten texts by Marcelo Brodsky (2015)  
 26,6 x 35,4 in

## 1968: the fire of ideas | Marcelo Brodsky

Curatorial text Anne Tucker

Rolf Art | Buenos Aires, Argentina | 01.04.16 - 10.06.16

ROLF ART is pleased to present Marcelo Brodsky' solo exhibition entitled "1968: the fire of Ideas" with curatorial text by Anne Tucker since April 1th to June 10th in Posadas 1583, PB "A", Buenos Aires, Argentina.

This exhibition is the arrival point to our country, after its itinerancy in Boston and New York, of a set of archival images of several public and political manifestations that took place in 1968 around the world. Each photograph corresponds to different focal points of conflict that marked the becoming and constituted as turning points in history. On this archival material the artist re-reads and overwrites the images, by intervening them with his own handwriting marks, pointing out emblematic phrases from each place in their own language, looking forward to re-updating and weaving a whole new field of sense. These altered photographs are, at the same time, connected in space by marks and inscriptions thus building a network, a political cartography. In this gesture of updating the historical event, by pressing the past against the present, these works offer the opportunity for others to identify with, exploring the capacity of photography to provide a mediative space between collective histories and private memory.

His intervention acts as Zeitgeist and is resolved in an installation comprised of images, sonorous pieces and marks on the walls. 1968: The fire of the ideas provides a subjective narrative in which photography acts as a memorial.

"1968: the fire of ideas"  
 Marcelo Brodsky  
 01.04.2016 | 10.06.2016  
 Posadas 1583, PB "A" | C1112ADA  
 Buenos Aires, Argentina

For more information  
 Federico Curutchet  
 (+5411) 4804.4318  
 press@rolfart.com.ar  
 www.rolfart.com.ar

## 1968: the fire of ideas | Imagination to power

Marcelo Brodsky, an artist and human rights activist, works with images and documents of specific events to investigate broader social, political, and historical issues and actions. He wants viewers to be aware of historic moments, some of which shaped him, his family and many of his friends. Most specifically, like many in his generation in Argentina, he was attacked during the military dictatorship that in a seven year reign of terror was responsible for the torture and death of between ten and thirty thousand Argentine citizens, including Brodsky's younger brother, Fernando. Brodsky escaped the military's grasp and lived in exile until the dictatorship was overthrown in 1983. While personal experiences instigate and shape his artistic impulses, educating audiences and the hope of preventing others from experiencing such terror are stronger motivations.

To make the selected moments and their consequences more accessible to broad audiences, he approaches the material variously. Constant throughout his art is a deep understanding of the potential power of photographs, both at the moment of their creation as news and, for some, a long subsequent life in publications and memories. For decades, Brodsky owned and directed a photo agency with offices throughout Latin America. Its success depended in part on his awareness of which pictures would engage broad international audiences. He also understands using picture sequences in which the perception of a single image changes when it is paired or sequenced with other images. He also understands and employs texts in concert with the images to direct his audiences' perceptions, even when the words are seemingly neutral. Passionate and determined, Brodsky has no intentions of being neutral.

(...) In "1968: the Fire of Ideas" Brodsky features students and binds events in Argentina with the worldwide social turbulence in the late 1960s. The U.S. protestors participate of the Poor People's march in Washington, conceived by Martin Luther King a few months before his assassination; protests in London rail against the Viet Nam War. In Bogota, Mexico, Cordoba, Rio De Janeiro and San Paulo, workers and students campaign together against military regimes and other governmental structures. They are shown with linked arms, billowing flags and banners, exercising massive street action to claim for their demands. The piece also includes recorded excerpts of speeches by Martin Luther King, Che Guevara, Daniel Cohn Bendit, Herbert Marcuse, and Agustin Tosco, whose ideas and actions fueled many of the protestors.

A banner in the Parisian demonstration on display included a cry for "L'imagination au pouvoir" (power to the imagination). Rather than the call for "speaking truth to power," that rang in other demonstrations of the era, the Parisians call for the end to all limits, including on the imagination.

Brodsky is more practical. He doesn't want to release the imagination from all restraints, but to empower its being used against corrupt and brutal power. Whether he charges us to learn and never forget past atrocities, to honor righteous leaders, or as in his most recent campaign, to keep the pressure on authorities to solve and prosecute recent unsolved mass murders.

*Anne Tucker*

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Rolf Art, located in Buenos Aires and founded by Florencia Giordana Braun in 2009, focuses on contemporary Latin American visual arts. The gallery features works exploring photographic media and its boundaries. The selection of artists considers pieces with an inextricable union between critical density and aesthetic values, the relationship between formal strategies and conceptual depth is always in conflict. The curatorial profile of the gallery first and foremost challenges the political context and the representation of what is considered a political image within the boundaries of the photographic medium. It also considers the social and economical context of artistic production and understands it as a determining factor for art's interpretation.

We are committed to a select group of contemporary established Latin American artists, promoting them on a national and international basis. We support their artistic production together with editorial and audiovisual projects.

The gallery's mission is to promote the appreciation of contemporary art and to push the boundaries of visual arts.

**ROLF**

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Posadas 1583, PB "A" | C1112ADA  
Buenos Aires | Argentina  
T +54.11.48044318 | [info@rolfart.com.ar](mailto:info@rolfart.com.ar)  
[www.rolfart.com.ar](http://www.rolfart.com.ar)