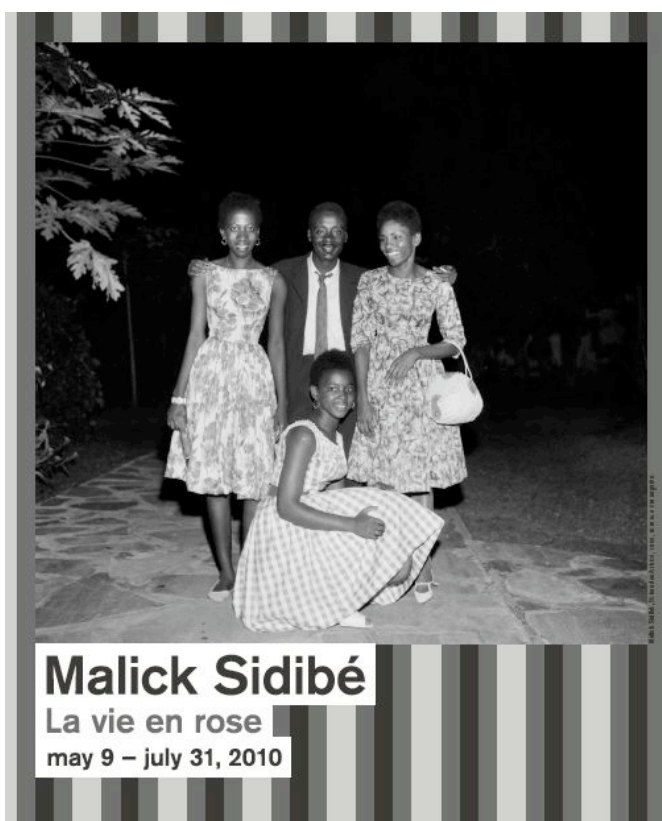


PRESS RELEASE

Malick Sidibé
La vie en rose

Curated by Laura Serani and Laura Incardona

9th May – 31st July 2010



Collezione Maramotti is pleased to present *Malick Sidibé. La vie en rose*, Italy's largest solo exhibition dedicated to the photographer.

The exhibition develops within the framework of the event *Fotografia europea*, organized by the town government, and this year in its fifth edition, dedicated to the theme of *Enchantment* as the meaning and direction of a fascinated, enchanted, surprised and positive, forward-projected look, capable of seeing with new eyes what is before us, and questioning the signs of transformation and change.

The exhibition presents a selection of circa 50 - mostly unpublished - photographs taken in Mali's capital Bamako, in the 1960s-1970s period. Photographies fully unveiling the magic and excitement of life in Bamako in those years, when the desire to be together, of being part of history in its making seemed imperative; images which have made Sidibé world famous: the parties in the 1960's, studio portraits and a selection of

photographs from his archives, which tell us a long stretch of time in the history of Mali.

«I believe in the power of image and this is why I lived all my life making portraits of people in the best possible way, trying to give back to them as much beauty as I could, because life is a gift from God, and should be better lived with a smile on your face. Too often is Africa's image linked to pain, poverty, misery, but Africa is not only that, and this is what I have always wanted to depict in my images»: these are Malick Sidibé's words about his activity as photographer and the value of his photography within the framework of the personal and social history of his country.

«I have always had a talent for observation. I like to watch people, trying to understand them, to make a contact with them», he says. «I am a true witness of the changes in my Country, because photography does not tell lies, at least black and white photography, which I have always done. This is why I strongly believe that my photography is much more truthful, real and direct than any word. It is simple, anyone can understand it, and it tells an epoch, without deception. Humanity has always searched for immortality in painting or poetry, in writing, but in the past only kings and the wealthy could have their portrait made. Photography is a way to live longer, even after your death...»

The reconstruction of Studio Malick and the photographer's presence in the two opening days of the exhibition will enable visitors to see the author at work while taking photographs of participants and chat with him.

For the exhibition the first Italian monograph dedicated to the author will be published by Silvana Editoriale. The book in three languages, edited by Laura Serani and Laura Incardona, presents around one hundred images, together with the contribution by the curators of the exhibition.

Inauguration by invitation only Saturday 8th May h 6.00 pm, the author will be present.

The exhibition, with free admission, may be visited from 9th May to 31st July 2010 during the opening hours of the permanent collection.

Sunday 9th May 2010 the photographer will attend the exhibition where he will meet visitors and take photographs of participants in the following hours: from 10 am to 12.30 and from 3.00 to 6.00 pm.

Opening hours:

Thursdays and Fridays 2.30 – 6.30 pm

Saturdays and Sundays 9.30 am -12.30 and 3.00-6.00 pm

Info

Collezione Maramotti

Via Fratelli Cervi 66

42124 Reggio Emilia - Italy

tel. +39 0522 382484

info@collezione maramotti.org

www.collezione maramotti.org