

Series of Conferences  
Panoràmic – KBr Fundación MAPFRE

# Variations on the Fourth Landscape

Directed by Joan Fontcuberta

PANORÀMIC  
FESTIVAL DE CINEMA, FOTOGRAFIA I MÉS



Barcelona Photo Center

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Landscape is the expression of place, and place is inhabited space; the space made of culture, one that has been appropriated by consciousness. The first landscape presented here is possessed and busy, exploited by the economy and consumption. The second landscape is idealized and exotic. It may be identified as “natural” and is reduced to parks and reserves of pristine nature which stand in opposition to our civilized habitat. The third landscape is one that is no longer profitable: it is an undefined territory lacking in symbolic possibilities. It is merely a transitional space of fleeting realities; a wasteland. The fourth landscape will therefore be a place that has been supplanted: spaces that have been devastated (by human action or catastrophes), made artificial, recreated (theme parks, dioramas), or have become so iconic that their reality has dissolved (tourist postcards, videogames, virtual habitats).

The program for the sixth edition of the Panoràmic Festival is structured into these categories. Our hope is to contribute to its content through this concise series of conferences with an understanding of landscape defined as an image action in which historical, political, cultural, and aesthetic devices intervene over descriptive parameters (geography or topography).

These parameters will be precisely analyzed in the introductory lecture, focused on case studies that will illustrate post-photographic proposals to the crisis of landscape as a genre. **Emanuele Coccia**, writer and philosopher, will follow, focusing his thoughts on image theory, the nature of life, and the critique of anthropocentric hegemony. In this case, he uses the artifice of the world of fashion to illustrate the methodologies at work in the process of transforming nature into a spectacle.

Three creators will also have an opportunity to contribute with their perspectives. The documentary photographer **Mayra Martell**, known for her testimony of the fierce human and physical landscape of Mexican drug trafficking, will consider the marks left by violence in everyday life. Lastly, the artist duo **Jojakim Cortis** and **Adrian Sonderegger** will demonstrate that the landscape of every event is nothing more than an effect of memory and illusion. Their clever montages reconstruct historical scenes while deconstructing their documentary certainty. The conclusion – as a general analogy of the cycle – is that landscape cannot be a reflection, but is instead a construction.

*Dates*  
**From Wednesday  
November 2nd to  
Saturday November 5th  
2022**

*Time*  
**November 2nd, 3rd,  
and 4th at 7:00 pm  
November 5th at 12:00 am**

*Simultaneous translation  
into Spanish will  
be available when  
conferences are held in  
another language.*

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**02.11  
2022**     **Joan Fontcuberta**  
***After New Topographics:  
Postphotographic Landscapes.***

In person and online

How does one represent place when what prevails is non-place, when emptiness and dislocation occupy the territory? We mourn the natural environments that have been sacrificed to make way for commercial and industrial peripheries and their communication nodes; commuter suburbs peppered throughout sprawling *terrain vagues* whose ugliness has been ever sublimated by contemporary photography since *New Topographics*. Perhaps today's simulation programs appear precisely as a sort of consolation when faced with our grieving for an exhausted landscape, of which there is more *terra ignota* capital than what we can take from the cosmos (and that's why we find NASA's photographs so fascinating).

**Joan Fontcuberta** (Barcelona, 1955) is an artist, essayist, educator and exhibition curator. In 2013 he was recognized with the Hasselblad Foundation International Award for his artistic career. In Spain he has received the National Photography Award (1998) and the National Essay Award (2011). In 2012 he was awarded with the National Culture Award in Visual Arts from Catalan government and in 2016 with the City of Barcelona Award in Essay and Humanities. In 2022 he received the Doctor Honoris Causa's title from the Sorbonne Paris VIII University. His latest book is "Imatges latents. La fotografia en Transició" (Ed. Arcàdia, Barcelona, 2022).

**03.11  
2022**     **Emanuele Coccia**  
***Fashion as the Paradigm  
of the Fourth Landscape***

Presented and moderated by Federica Matelli  
In person and online

The fourth landscape has been defined as the form of what has been supplanted: devastated and recreated spaces, transformed into pure image. The paper intends to consider this kind of landscape through the example of fashion. After all, fashion is the practice of changing the form of natural realities (that of our bodies) until they are recreated and transformed into images that go beyond the opposition between the artificial and the natural. What does it mean to think about landscape —that is, the form that living things give to each other— using the example of fashion?

(Conference held in Italian with simultaneous translation into Spanish).

**Emanuele Coccia** (Fermo, Italy, 1976) is Associate Professor at the École des Hautes Études en Sciences Sociales (EHESS) in Paris. He is the author of *Sensible Life* (Fordham University Press, 2016), *Life of Plants: A Metaphysics of Mixture* (Polity Press, 2018), *Métamorphoses* (RIVAGES, 2021), and *Philosophy of the Home* (Einaudi, 2023). His books have been translated into several languages. He has directed animation videos such as *Quercus* (2019, with Formafantasma), *Heaven in Matter* (2021, with Faye Formisano), and *Portal of Mysteries* (2022, with Dotdotdot). In 2019 he contributed to the exhibition *Nous les Arbres*, presented at Fondation Cartier pour l'art contemporain, Paris.

**04.11  
2022**     **Mayra Martell**  
***The Act of Missing. Project on  
the Disappearance of Women and  
Femicide in Ciudad Juárez, Mexico***

Presented and moderated by Lurdes R. Basoli  
In person and online

This conference is structured as a chronology based on visual documents produced over the course of seventeen years in Ciudad Juárez (Mexico), one of the most violent border towns in the world, known for the many cases of femicide perpetrated since the 1990s. To date, the author has documented 172 cases of women who have gone missing by registering their personal spaces and belongings. Martell's research has been formulated as a cartography of violence; a juxtaposition of map and territory that signals the connection between vestige and pain. The project proposes a reconstruction of the identities of women and girls in which the denouncement itself becomes an act of resilience in the face of the terror being experienced in this city; the reflection of an outdated society whose crimes have not ceased to occur.

**Mayra Martell** (Ciudad Juárez, Chihuahua, 1979) has developed her documentary work on the subjects of forced disappearances, femicide, and human trafficking, principally in regions of Latin America. In 2021 she was the recipient of the Ankaria Photo award of the Ankaria Foundation, Madrid. Her book *Ciudad Juárez* was published by Seltmann + Söhne (2013). She is currently working on the subject of drug trafficking in Sinaloa, Mexico.

**05.11  
2022**     **Jojakim Cortis and  
Adrian Sonderegger**  
***Icons***

Presented and moderated by Marta Dahó  
In person and online

"In our photo series *Icons* we have been recreating photographic history as three-dimensional dioramas in our studio. The models are then photographed and result in images that seem to resemble the originals to a hair's breadth. The seamless illusion is immediately undermined, however, by bringing the studio setting and the traces of the working process into the picture. Scenes that have inscribed themselves deeply in the collective memory - the burning Twin Towers, Buzz Aldrin's footprint on the moon, or Robert Capa's falling man - rise up among tripods, soft boxes and glue tubes."

"*Icons* is a homage to photographic history but also a reflection on the ways in which the medium functions. In times when alternative facts are handled in too many places, our images encourage reflection on the fragile truth of photography, the relationship between authenticity and construction, and the importance of context and perspective." (Conference held in English with simultaneous translation into Spanish).

**Jojakim Cortis** (Aachen, Germany, 1978) and **Adrian Sonderegger** (Bülach, Switzerland, 1980) began their collaboration in 2006 at the Zurich University of the Arts in Switzerland. Their photographs have been shown in numerous exhibitions around the world, including at the Metropolitan Museum of Art, New York; the Museum Folkwang, Essen, the Fotostiftung Schweiz, the Lianzhou Foto Festival, and C/O Berlin. Their book *Double Take* was published in Great Britain, Switzerland and Japan by Thames & Hudson, Lars Müller Publisher, and Seigensha respectively.

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