

Cloe Masotta. *From a Pixel a Poem*

16 May – 29 October 2017

Press release

The Fundació Joan Miró presents the photography exhibition *From a Pixel, a Poem* by Cloe Masotta.

This show features a selection of thirty snapshots that Masotta has taken on the fly with the camera on her mobile phone, applying a poetic filter to the everyday.

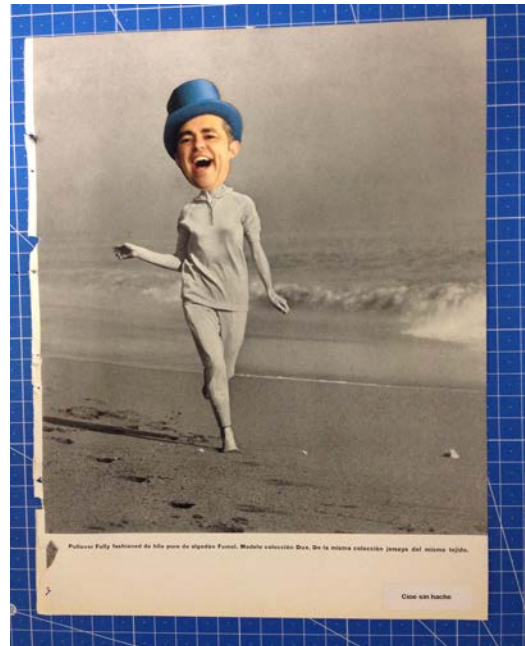
***From a Pixel a Poem* forms part of the Epicentre Brossa programme and will be on display in the space set aside for photography exhibitions in the foyer of the Fundació Joan Miró until 29 October 2017.**

Barcelona, 16 May 2017. “In his poems, his plays, his film scripts... in short, in everything he created, Joan Brossa always quoted the key principle of his much-admired Leopoldo Fregoli: *art is life and life is transformation*”. Cloe Masotta takes to the street armed with this premise and her mobile phone, setting out to capture any object, text, shade or colour capable of attracting her attention and triggering a moment of surprise or revelation. “Once framed”, Masotta concludes, “reality is transformed and generously lends itself to a poetic twist. And if reality depends on how you look at it, nothing is what it appears to be.”



The foyer of the Fundació Joan Miró, devoted to amateur photography, is the venue for the exhibition *From a Pixel, a Poem* by Cloe Masotta, a selection of thirty snapshots she has published on Instagram since 19 January 2014. The exhibition is presented as part of Epicentre Brossa, an activities programme staged in Barcelona that centres on the life and work of Joan Brossa, the poet and visual artist who transformed contemporary Catalan culture, and the focus of a research project recently undertaken by Masotta entitled *Untimely Brossa*.

Drawing on the possibilities offered by image applications, on occasions the photographs presented by Masotta at this exhibition explore the field of collage, a technique also closely linked with Brossa's world. "These are digital or analog pieces that emerge from chance associations, from finding a magazine in Sant Antoni market, for example", Masotta explains. *From a Pixel a Poem* will be on display from 16 May to 29 October 2017 in the space set aside for photography exhibitions in the foyer of the Fundació Joan Miró.



Cloe Masotta (1977). She holds a degree in Humanities and Communication Sciences, a Masters degree in Contemporary Film and Audiovisual Studies (Universitat Pompeu Fabra, UPF) and an Masters degree in Museum Studies and Critical Theory-PEI (Independent Studies Programme, from the UB and MACBA). She currently combines studying for a PhD in Communication Studies (UPF) with her work as a critic, a lecturer on cinema and contemporary art, and a cinema programmer in various museums. Together with Frederic Montornés, she recently curated the film programme *The Blank Screen* at the MACBA, and she coordinated the project *From Doodles to Pixels: Over a Hundred Years of Spanish Animation*, curated by Carolina López. As a film critic, she contributes to various publications, such as *Blogs&Docs*, *Caimán Cuadernos de Cine*, *La Furia Umana*, *Transit: cine y otros desvíos* and *Márgenes. Cine Español on-line*. Currently, she is also collaborator with the audiovisual production company *Eddie Saeta*. She has recently collaborated in the exhibition *Oscar Masotta. Theory as Action* by Ana Longoni, currently at MUAC de Mèxic.

Since 2012, the Fundació Joan Miró has organised photography exhibitions in the foyer. Through an agreement with the heirs of Joaquim Gomis and the Catalan Government, the Foundation manages the Gomis Archive, publicising his material and promoting the study of his work. To this end, it organises temporary exhibitions of Gomis' work, alternating these with shows featuring the work of other amateur photographers.

More information and images at: www.fmirobcn.org/premsa and <http://bit.ly/2qmF9de>.