

PICTURE THIS | GALLERY

ZERO ONE ZERO ONE 0101

An exhibition to launch new experimental photographic works by

Dominique Lauge

at

Picture This Gallery, 13th Floor, 9 Queen's Road, Central, Hong Kong

8th to 31st May 2014

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Picture This Gallery is pleased to announce our forthcoming photography exhibition, **ZERO ONE ZERO ONE** by Dominique Laugé, will open with a cocktail reception on Thursday 8th May from 6pm to 8.30pm and will continue until Saturday 31st May.

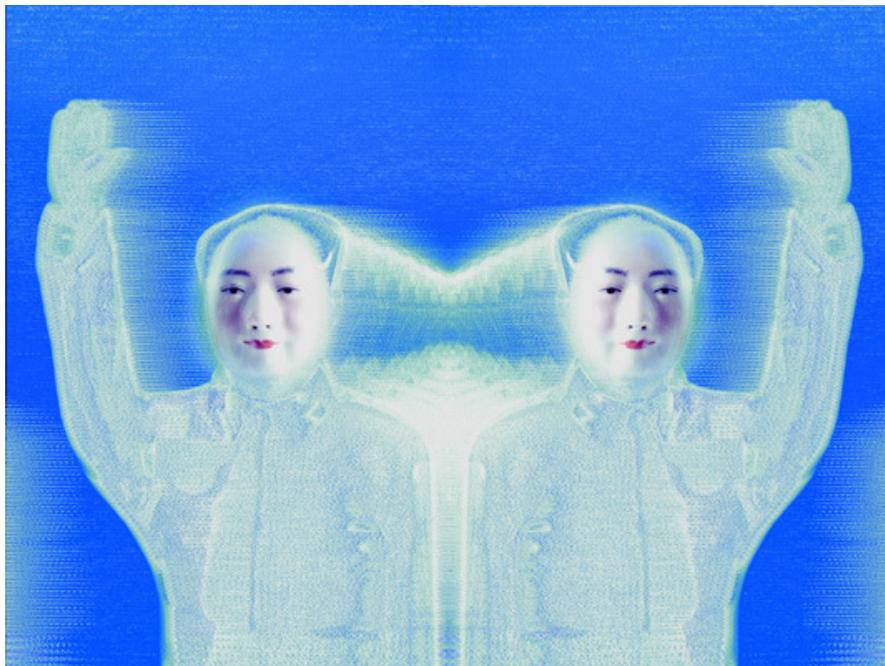
The photographer will be present for the Opening Reception

The Project

Dominique Laugé's new body of work is the outcome of his experimentation of the very frontiers of digital technology and cross media manipulation. By running a digital photography file through a sound or text editor, sometimes mixing it with digitized sound or music files and then reconvertng the outcome back into a picture file, Laugé produces a seemingly random outcome, and a result which confounds our normal expectation of what represents a photograph.

An Understanding of the Process

It was recently discovered that it is possible to import raw format files that would normally be edited as images into software that edits sound. The process to do this is actually to translate an image code into a sound code. The result is not attractive to listen to, but what is interesting is to edit and manipulate what we now call a “sound image” with different instruments or tools. One can for example give some tremolo to this “sound image” or create an echo or even distort the new sound. Once satisfied with the new sound, the photographer exports it by converting the file back into its original image file format, resulting in a new image. It is also possible to mix the “sound image” with music, or actually any sound recording recognizable to the sound editor.



Teleported Mao Twins, 2014

As the photographer has noted:

“it is obviously possible to control the process and the results of each individual instrument in the sound editor, but almost impossible to predict the result of mixing music, dialogue or natural sounds with the “sound” image. I can endeavour to seek an order, but find much of the beauty is in the sheer unpredictability of the results.”

For the series of work forming this exhibition, Laugé has submitted a range of images to his sound editor which have encapsulated the results he is chasing; on the one hand elements of nature found in butterflies, fish and flowers, and on the other iconic

representations of Mao Tse Tung and Bruce Lee portrayed not with images of the individuals but photographs of statues of these personalities.

In the words of the Photographer:

"I have come to realise that the compositions and the mood of my latest series is basically an abstract deconstructed new representation. Generated by the global use of digital technology in almost any form of art, the idea of creating bridges and connections between various forms of expression appeared essential to me and I felt compelled to investigate these new tools. It is a fresh approach for me as a photographer, though it draws on my many years of fine art photography.

What I am achieving is a result that would not be possible by any other method; a truly unique and essentially unrepeatably process which I believe is able to strongly reveal something of the striking beauty and spirit of our world, and I hope my audience is also drawn to find a similar beauty in my work."



Quince Flower: Purple and Blue, 2014



Grand Porte Queue I, 2014

Some Biographical Notes

Dominique Laugé was born in La Rochelle, France, in 1958 and studied literature at the University of Bordeaux. Between 1982 and 1984 he studied at the Brooks Institute of Photography in Santa Barbara, California, during which time he also studied the Zone system under Robert Werling and Ansel Adams. He has worked as a professional photographer since 1985, moving to Milan in 1986 and returning to base himself in France in 2005. He currently works on editorial projects for various European magazines and publishers, and also exhibits his work at leading photography galleries in Europe, the US and at Picture This Gallery in Hong Kong. He divides his time between Paris, Gaillac and Milan.

During his career, Laugé has received many prizes including the Epica International advertising prize for the Ciappi campaign (1990), the Art Directors' Club of Italy for several advertising campaigns (1991, 1993), the Kodak European Gold Award for Portrait Photography (1995, 1996), and the Prix Mediastar for the IULM campaign (2005). He has also published several books of his work including *L'occhio incantato* in 2006 and *Bestiary* in 2009.

Exhibition Details

The Opening Reception of **ZERO ONE ZERO ONE** will be held at Picture This Gallery, 13th Floor, 9 Queen's Road Central, Hong Kong, on Thursday 8th May 2014 with a cocktail reception from 6pm to 8.30pm. The photographer will attend the opening reception.



Bruce Vs Bruce, 2014

The Photographer will also give a talk in the Gallery on Tuesday 13th May about his new works, and will illustrate certain aspects of the process he used to create this series of work. Commencing at 7.00pm, this will form a part of the HKAGA Art Gallery Night. Limited space is available and thus RSVP is required to join the 13th May event.

The exhibition will continue until Saturday 31st May 2014.

Requests for further information or for images which can be used for editorial purposes should be directed to Picture This. The photographer will be in Hong Kong and be available for media interviews from 4th May and throughout the exhibition period.

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