ORIOL JOLONCH

FUNDACIÓ VILA CASAS

→ Barcelona, 1973

Title: Levedad
Year: 2010
Technique: Photograph
Measure: 49 x 39 cm
Location: Can Mario Museum (Palafrugell)

A la imatge podeu veure l'obra Levedad, una fotografia de l'artista Oriol Jolonch realitzada l'any 2010.

Though we are all used to seeing photographs that represent reality, Oriol Jolonch's photos are a **combination of reality and the artist's imagination**. He seeks to create art by building ALTERNATIVE REALITIES using his imagination.

The artist photographs our world and its `inhabitants in order to subsequently build another imaginary. In order to achieve this, he uses the technique of collage, an artistic method that involves pasting different images on a base in order to create a new image.

The role of the viewer is very important, because they need to imagine the story that might exist within each photograph.

In this example we see an arid landscape where an elephant has balloons tied to its tail that lift it off the ground, but at the same time the animal does not want to fly and tries to cling to the earth with its trunk. It's a very ironic image, isn't it? The elephant is an animal that is known precisely for being really heavy (it weighs on average about 5,000kg). So, it is very unrealistic to think that it could fly thanks to just twenty-odd balloons. Now let's look at the lower section of the image: the elephant is lifting up the ground as if it were a rug!

By creating such a surrealist atmosphere, it is like the artist wants to represent a dream or a memory.

Would you like to try and create a landscape that you have invented?
How about creating a dream-like image using photographs of real landscapes? To do this, you will need a magazine with lots of pictures of natural landscapes and then choose one of those to be the base for your artwork. On top of that you can add other images from the magazine to create a dream-like landscape. Don't forget to give it a title when you have finished!

Materials:
magazines, a base of paper or card, scissors and glue.