

Ivorypress presents

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The Power of the Portrait

GABRIELLA GEROSA



© Anouk and Liv, Gabriella Gerosa, 2016

Opening in the presence of the artist: 24 May 2018 at 7:30 p.m.

Address: Ivorypress C/Comandante Zorita 46-48 Madrid Spain

Exhibition dates: 24 May to 21 July 2018

On 24 May Ivorypress will present *The Power of the Portrait*, the first exhibition of Swiss artist Gabriella Gerosa in Spain, as part of PHotoEspaña's Off festival.

In her most recent work, Gerosa has been focusing mainly on portraiture. Although her moving portraits are rooted in artistic tradition, the artist adds a new dimension that is completely contemporary.

Her images come to life essentially through the controlled and gradual decrease of movement. They are not films but rather, limited reproductions of a staged reality. Time seems to come to a standstill in her work, but although it may seem contradictory, the movement and the action in her images give the viewer a sense of permanence and a hint of certainty.

Experimenting with the new technical possibilities of the medium of video allows Gerosa to develop a new dimension in the presence of images and their emotional impact on the viewer.

The exhibition *The Power of the Portrait* will be open to the public at Ivorypress until 21 July.



© Portrait of Calvin, Gabriella Gerosa, 2018

Gabriella Gerosa (1964, Mendrisio, Switzerland) is a video artist who lives and works in Basel. Gerosa has had exhibitions at numerous museums and galleries, including Fondation Beyeler, Riehen, Switzerland; Helmhaus, Zurich, Switzerland; Kunsthalle Basel; Germanisches Nationalmuseum, Nuremberg, Germany; Museum Sinclair-Haus, Bad Homburg, Germany; and Staatliche Kunstsammlungen, Dresden, German. Her work is represented in numerous museums and private collections. Gerosa is a three-time winner of the Swiss Art Awards. *The Power of the Portrait* is her first exhibition at Ivorypress.

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