

BITUME PHOTO FEST Serre Salentine
August 21 - 30, Serre Salentine | September 19 - 27, Gallipoli

Bitume Photofest 2015 inaugurated its first artist residency at the end of August in collaboration with Gal Serre Salentine.

During the last week of summer, photographic exhibitions and educational activities will take place among the seafront ramparts and laneways of Gallipoli; one of the most evocative historical centres of the Mediterranean.

Gianpaolo Arena, Lucas Foglia, Robert Herman, Eugenia Maximova, Thomas Sauvin and Gregg Segal are just some of the international artists taking part in this year's Bitume Photofest, the first urban festival of international photography in South Italy, created and organised by Postivo Diretto, a Lecce based Cultural Association.

Now in its second year and co-produced by Gal Serre Salentine, the festival will take place in the last week of summer (September 19-27) and offers a fascinating opportunity to discover the area and inaugurate new cultural experiences. Following on from the first edition which took place in Lecce in 2014, Bitume chose the city of Gallipoli to host this year's calendar of events which is brimming with experimentation and international artists. Photographic installations and festival events have been specifically created with the beachfront location in mind.

Bitume Photofest Serre Salentine August 21 – 30 | Artist Residency

The festival program has already been brought to life by the Bitume Photofest Serre Salentine which took place from August 21 to August 30, 2015. Bitume Photofest Serre Salentine was an artist residency organized by Positivo Diretto and Gal Serre Salentine as part of the second edition of the festival and which saw the involvement of fourteen of the area's municipalities.

At the residency, led by the teaching excellence of photographer Gianpaolo Arena, seven professional photographers were chosen from a field of over 170 entries received from around the world. The chosen photographers were Fabrizio Albertini, Luca Casonato, Iacopo Pasqui and Arianna Sanesi from Italy, Marita Pappa from Greece and Mika Sperling and Jan Stradtman from Germany. The seven participants in the artist residency were brought into contact with daily life in the municipalities of Gal Serre Salentine and invited to produce a story on the experience through their photography, entering into contact with local families and interpreting the landscapes and urban settings in their own unique ways.

The "Serre Salentine" is comprised of the area between the Ionian coast of Gallipoli and the lush Serra di Casarano, amongst the most famous areas of Salento for its rural and maritime tourism and which includes the municipalities of Alezio, Alliste, Casarano, Collepasso, Galatone, Gallipoli, Matino, Melissano, Neviano, Parabita, Racale, Sannicola, Taviano and Tuglie. There are many entry points and pathways into discovering the local character: from the crystal clear sea to its inland villages, the coastal towers to baroque churches, from the historical centres made of court ways and narrow streets to museums and archaeological and nature parks.

In this context, the view points of the seven photographers allow for signs and layers related both to the past and the now to emerge.

Bitume Photofest, Gallipoli September 19 - 27 | Festival

BITUME PHOTO FEST is the first urban festival of contemporary photography in South Italy. The second edition will take place in Gallipoli (Le) from September 19 to September 27, 2015 and is supported and co-produced by Gal Serre Salentine.

After the first edition dedicated to *Street Memories*, the theme chosen for 2015 can be summarised by the concept of *Rural Layers*. Bitume has put forward a call for a reflection and study of the changes in the contemporary landscape and their anthropological and identity facets. Continuing on from the first edition, Bitume 2015 will consist primarily of an outdoor exhibition area, characterized by large format prints that will be placed along a specifically designed route in the historical centre of Gallipoli which has been given over to the international artists selected by the artistic directors.

Additional cultural incubators will be positioned around the Old Town, including at the *Chiostro di San Domenico* (San Domenico Cloister) and at the home of the *Laboratorio Urbano Liberalarte* in collaboration with the Emys Association, providing the opportunity to visit a selection of indoor exhibitions. Bitume aims to make international photographic culture accessible, popular and democratic through the support of new exhibition contexts in addition to reaffirming itself as a point of reference in Southern Italy for photography enthusiasts, scholars and those who are interested in the photographic medium and the contemporary international art scene.

Bitume Photofest, Gallipoli, September 19 | Inaugural Walk

The festival begins on September 19 with an inaugural public walk dedicated to the discovery and ad hoc study of the large format prints along the exhibition route in the old town of Gallipoli in the presence of the Positivo Diretto artistic directors, institutions and artists involved, who include the special guest, Robert Herman, the American street photographer.

Bitume Photofest and NYPS (New York Photo Stories) present a photographic workshop with Robert Herman | Gallipoli, September 19- 21

Among the events scheduled for the September festival, the street photographer Robert Herman will be a special guest for the 2nd edition of the Bitume Photofest and will run an intensive three day workshop for all photography enthusiasts. The workshop will guide participants in the preparation and development of their own photographic aesthetic, helping them to hone their skills and to create unique visual offerings. Students will have the opportunity to interact with the workshop leader and to develop their expertise in the genre of street photography and above all, to develop their own photographic "voice". In line with the *Rural Layers* theme of the festival, participants will be able to investigate the uniqueness of the territory and be inspired by sites of significant interest in Gallipoli. The body of work will therefore be photographic retelling of the rural and anthropological subjects through street photography in an area of South Italy which is rich in visual stimuli and scenic beauty.

Robert Herman (<http://www.robertherman.com/>) began his career as a street photographer at the end of the 1970s when with a Nikon F, he began exploring New York and its more characteristic neighbourhoods, improving his technique over the years. His Kodachrome shots of New York from 1978 to 2005 were collected for his first monograph *The New Yorkers*. By year's end a new collection of his photos, realised with an iPhone, and titled *The Phone Book*, will be published, and which the artist will preview to workshop participants.

For information or registrations for the workshop, contact 3313548243 or email photo.nystories@gmail.com.

For more information about the festival program, we invite you to visit the www.bitumephotofest.it website.



BITUME photofest

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Bitume Photobook, September 23-25. Chiostro di San Domenico (San Domenico Cloister) – Gallipoli (LE)

Among the returning events scheduled for this year's September festival will be *Bitume Photobook* (September 23 to 25), the three day section devoted to photobooks and independent publishing. For the occasion, the San Domenico cloister, the headquarters of the festival's indoor exhibitions, will be further enlivened during these days by visitors, photographers and lovers of books, fanzines, magazines, photobooks, books and artist's books. Bitume Photobook hosts books that are hand bound with wire, stitches and metal coils, glue and smudges, and that document unique photographic projects and previously unpublished visuals that are strongly characterised by a contemporary aesthetic.

The editorial selection will be curated by the staff of Fahrenheit 39, the festival of research and design publishing in Italy, and promoted by the Strativari di Ravenna cultural association, who are also partners of the festival.

Independent publishing, especially that related to photography, is certainly not a new phenomenon. But the distribution of its tools, or perhaps the democratization of access to these resources, means that today's publishing scene is increasingly contaminated by self-publishing experiences that have arisen from a series of cultural stimuli and production process that were unimaginable just five or six years ago.

Bitume Photobook is an annual event for fetishists of volumes, fans of printed material, curious readers and contemporary visual culture supporters. During the three days there will be presentations and book launches in which festival guests will recount their most recent experiences with photobooks. For the complete schedule of events please visit bitumephotofest.it.

Slideluck@Bitume Photofest, September 26. Chiostro di San Domenico – Gallipoli (LE)

On the last Saturday of Bitume, the second annual **Slideluck@Bitume Photofest** returns. Structured around the theme of food and photography, Slideluck (*slideshow+potluck*) is an opportunity for dialogue between photographers, curators, collectors and publishers in an unusual creative environment. During the evening, (open to the public with free admission), photography, food and live music will be shared. In a relaxed and non-competitive environment in the presence of the public, a slideshow of the best *rural layers* photographic projects by emerging artists, images chosen from the international, global archives of Slideluck as well as selections from the festival's Call for Artists will be presented. The photographic projection is curated by Maria Teresa Salvati for Slideluck and by Positivo Diretto.

A map of the exhibition route and a detailed program of all events will soon be available at www.bitumephotofest.it.

The official Bitume Photofest catalogue will be printed and published thanks to the generous sponsorship of the Banca Popolare Pugliese.

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