

180 degrees project and practical information for your involvement.

The project:

My fascination for dictionary icons comes for their definitiveness, frozen in time and space and the authority of the reference they offer. But I want more than that reality.

I want to offer, in precisely a twin book as my original source, (Larousse, 1972), “the reverse of the medal”, for its implicated social comments, absurdity and pure beauty.

My project consists of making photographs of the opposite side of the original photographs (180 degrees from the original frame).

By exchanging the original photographs by the ones realised by you, the dictionary will offer a new and richer vision upon the reality of the described icon.

363 photographs throughout the world have to be taken.

Practical aspects of your intervention:

- 1- **Find the exact place** where the photographer was standing while making the photograph of the reproduction I gave you. Your feet should be precisely where the ones of the photographer 35 years ago stood. Use reference points in my photograph to check your shooting point.
- 2- **Take the exactly the same photograph** as the one you got from me. Weather conditions, night/day times, frame of the photograph in your camera and resolution of your picture is no point of stopping you. Just make sure your photographs are focused and the alignment of the original photograph is respected.
- 3- **Turn around for 180 degrees.** By making a flat T shape with your arms and pointing with one hand at the middle of the photograph you just made, you will easily find the middle of your new photographic frame at the end of your other arm, **then shoot.** Please be very precise with the direction of the photograph. Make **2 or 3 photographs** with time break to allow eventually things of the surrounding to change.
- 4- **Send your all photographic work together with some written lines** describing your experience (min. 5 max. 20 sentences) to me by email at: l.aegerter@dyn.org

For any precisions you can mail me or call me: [REDACTED]

**You are marvellous you are brilliant you are lovely.
Thank you very much for your precious help.**

Laurence