

YULIA POTATUEVA

REM

Real Embodiments in Motion

Edited by Viola Moschettini

MIERD



Curator Statement

of Viola Moschettini

In current society, even more than in the past, a lot of emphasis is often given to "beauty", meant as a general aesthetic concept.

The body of man and woman finds itself at the centre of a material apparatus that must be adapted to certain standards: the public opinion is in charge to judges how tall, how thin a body must be, to impose how abundant our forms got to be, which clothes we need to wear, making the body an icy automaton deprived of its own personal meaning, able to perform mere movements that end in themselves.

Over the centuries, the aesthetic imagination has changed from a classic ideal of superimposed concepts of "good" and "beautiful" (lit. καλός καὶ ἀγαθός) – identifying appearance with moral itself – to a general framework enriched with symbolism, where each element becomes the starting point for understanding another underlying logic.

Religion, literature, fashion, tendency, were the perfect condiments that, flowing into the social soup, altered the concept of the individual and the way it was perceived from the outside.

Yulia Potatueva (Yaroslav, 27th January 1993), is an artist of Russian origin who boasts over ten years of experience in photography industry, with major publications such as *Vogue*, *Marie-Claire*, *Elle Decore*, *ICONIC*, etc.



Throughout her career, she has often been wondering about the meaning of individual parts of the human body, highlighting how the perspective or an additional third element could completely change the sense of the result.

In this exhibition selection, Potatueva invites us to enter in the Rabbit Hole and, like Alice, venture into a dreamlike opposite world, where the interpretation of subject and every element radically changes: the value of a touch, a hug, a body area, is no longer delineated in an absolute sense but - as often happens in a dream - the latent content and the manifest content are reversed, leading the viewer to question what he is seeing and, finally, what it means.

Digital and analog shots alternate in a selection of surrealist atmosphere, where the appearance gives all the protagonism to a true and profound meaning. The retro atmosphere mixes with something contemporary, giving the viewer the feeling of being in front of something that he already deeply knows, yet really sees for the first time.

The same action, the same body area, change their meaning no longer due to external elements, but thanks to the intention or tension of the subject's body.

The known elements brought by religion, fashion and literature meet along the way as characters who come to our aid to guide us in which direction to take. However - contrary to what happens in the traditional world - in the world created by the artist they become complementary elements with the subject, highlighting that the real star in the choice of what meaning to attribute to each body or action, is the human being himself.





Credits

An idea of:

Yulia Potatueva & Viola Moschettini

Edited by:

Viola Moschettini

Lyrics by:

Viola Moschettini

Graphics:

Donato Mariano, Viola Moschettini

Music:

Claude Debussy - Arabesque n. 1

Luigi Scarpa - Sonata n. 1 per pianoforte:

II. Adagio (Aquarelles Dans L'Eau)

Exevution:

Antonia De Pasquale

Audio recordings/Editing/Mixing/Mastering:

Leonardo Cavone

MILORD



VIOLA
MOSCHETTINI
Art Curator & Exhibition Registrar

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Curated by Viola Moschettini

15th SEPTEMBER 2023 - 15th DECEMBER 2024

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