



15 September 2016

PRESS RELEASE from Film and Video Umbrella, for immediate release:

Simon Fujiwara, *Joanne*



Image 1: *Joanne*, Simon Fujiwara, 2016. Courtesy FVU and The Photographers' Gallery

The Photographers' Gallery, London: 7 October 2016 – 15 January 2017
Okayama Art Summit, Japan: 9 October - 27 November 2016

Commissioned by Film and Video Umbrella (FVU), The Photographers' Gallery and Ishikawa Foundation, Simon Fujiwara's new film '*Joanne*' is a portrait of the artist's former secondary school art teacher. The video depicts the many faces of Joanne and addresses issues around representations of women in the age of social media, tabloid press and consumerism.

Joanne Salley, winner of the 1998 Miss Northern Ireland beauty pageant, artist, teacher and champion boxer had a formative influence on Fujiwara, nurturing his creative talents as a scholarship student at the prestigious Harrow School for boys. Some years after his departure, Joanne found herself at the centre of a damaging tabloid scandal after students discovered and circulated topless photographs of her that had been taken privately. The media campaign that followed played on stereotypes of women to support the sensational headlines, tarnishing her reputation as a teacher and public persona.

Five years on, Fujiwara and Joanne embarked on the production of a short film that explores issues Salley faced in the wake of the scandal and aims to present a more complex picture of her. In the course of the film, viewers follow the pair as they meet with professionals from the worlds of fashion, advertising and PR who advise them along their journey. Employing various media – from iPhone videos released on Instagram and other social media platforms to high-end fashion photographs – they orchestrate Joanne's new public image.



Ishikawa Foundation
Okayama Art Summit 2016



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The film is accompanied in the gallery space by monolithic light-boxes, featuring images of Joanne created in collaboration with acclaimed fashion photographer Andreas Larsson. The exhibition examines commonly used marketing strategies that construct and shape the contemporary iconography of women. Nuanced by the longstanding personal relationship between artist and muse, Fujiwara's film offers an unconventional portrait that seemingly un.masks a complex and multifaceted person whose public identity has been defined by a single, unauthorised image.

Notes for editors

Credit line

Commissioned by FVU, The Photographers' Gallery and Ishikawa Foundation.

Exhibitions

Joanne will be exhibited simultaneously at The Photographers' Gallery, London, and Okayama Art Summit in Japan

The Photographers' Gallery, London

7 October 2016 – 15 January 2017

Address: 16-18 Ramillies Street, London W1F 7LW

Opening times: Mon – Sat, 10:00 - 18:00; Thu, 10:00 - 20:00; Sun, 11:00 - 18:00

Admission: free until noon (Mon - Sun) and then £4 / £2.50 concessions

Okayama Art Summit, Japan

9 October - 27 November 2016

The work will show at Tanjinyama Cultural Plaza

<http://www.okayamaartsummit.jp/en/>

Simon Fujiwara

Simon Fujiwara (b. 1982, UK) is known for his autobiographical explorations of identity and sexuality. His complex installations incorporate sculpture, performance, video and photographic elements to create fully imagined scenarios that underscore the interdependence of personal history and more universal narratives. Fujiwara studied Architecture at Cambridge University from 2002 to 2005, and then Fine Art at the Städelschule Hochschule für Bildende Kunst in Frankfurt am Main from 2006 to 2008. He participated in several recent biennials including the Venice Biennale, 2009; Manifesta 8 and São Paulo Biennial in 2010; Singapore Biennial, Manchester International Festival and Performa, New York, all 2011. He had Recent solo exhibitions at Irish Museum of Modern Art, 2016, the Sharjah Biennial, 2013, Tate St. Ives, 2012 and the Stoschek Collection, Düsseldorf, 2010.

FVU

FVU commissions, curates, produces and presents artists' moving-image works that are staged in collaboration with galleries and other cultural partners. Since the late 1980s, FVU has been at the forefront of this vibrant and expanding area of practice, promoting innovation through its support of some of the most exciting figures on the contemporary scene. During this time, the organisation has commissioned and produced nearly 200 different artists' projects, ranging from ambitious multi-screen installations to shorter film and video pieces, as well as numerous online commissions. www.fvu.co.uk



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The Photographers' Gallery

The Photographers' Gallery opened in 1971 in Great Newport Street, London, as the UK's first independent gallery devoted to photography. It was the first public gallery in the UK to exhibit many key names in international photography, including Juergen Teller, Robert Capa, Sebastião Salgado and Andreas Gursky. The Gallery has also been instrumental in establishing contemporary British photographers, including Martin Parr and Corinne Day. In 2009, the Gallery moved to 16 - 18 Ramillies Street in Soho, the first stage in its plan to create a 21st century home for photography. Following an eighteen month long redevelopment project, it reopened to the public in 2012. The success of The Photographers' Gallery over the past four decades has helped to establish photography as a recognised art form, introducing new audiences to photography and championing its place at the heart of visual culture. <http://www.thephotographersgallery.org.uk>

Further information

For further information, or to request images, please contact Anna Billington at FVU
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**THE
PHOTOGRAPHERS'
GALLERY**

Ishikawa Foundation
Okayama Art Summit 2016



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Press images



Image 1: *Joanne*, Simon Fujiwara, 2016
Courtesy FVU and The Photographers' Gallery



Image 2:
Joanne, Simon Fujiwara, 2016
Photograph by
Andreas Larsen
Courtesy FVU and
The Photographers'
Gallery



Image 3:
Joanne, Simon Fujiwara, 2016
Courtesy FVU and
The Photographers'
Gallery



Image 4: *Joanne*, Simon Fujiwara, 2016
Courtesy FVU and The Photographers' Gallery



Image 5:
Joanne, Simon Fujiwara, 2016
Courtesy FVU and
The Photographers'
Gallery



Image 6:
Joanne, Simon Fujiwara, 2016
Courtesy FVU and
The Photographers'
Gallery