

## GUM-Red-Line Gallery to Unveil Serge Golovach's Exhibition, Focused on Exploring Contemporary Photography From a Scientific Perspective

28.04 – 22.06.2021



On April 22, 2021, GUM-Red-Line Gallery on Red Square unveils the Sopromat by Golovach exhibition, highlighting works by media artist Serge Golovach who is listed in the Top 100 Contemporary Artists of Russia rating by InArt. Pianist Dmitry Shishkin – one of the brightest star performers of his generation – will also take part in the project.

Sopromat by Golovach is a sort of artistic laboratory where the author studies the nature of materials, photography and art in general. The exhibition presents diverging dialogues between the artist and

various materials: steel, wood, fabric, metal, stone, and paper. Golovach explores the anatomy of the object and such concepts as spatial illumination, lightness, heaviness, volume, texture, structure, dynamics. The project embodies Serge Golovach's Manifesto on Material Photography in which the artist considers the origins of photography and the possibilities of transforming photographs into material objects.

The images of the Bolshoi Theatre chandelier, generated with computational photography, and the bodies of dancers, drawn with light beams in a nod to vector graphics, uncover the hidden qualities of spatial forms. The series Playing Without Keys presents a consciously traditionally set choreographic piece based on the gestures of pianist Dmitry Shishkin's hands. The video piece Between Years. United Snowflakes-7 is a landmark piece in the artist's experiments with composite materials and techniques. This lyric visual suite reveals the somewhat unusual relationship between the words "composite" and "composer", seemingly taken out of two different contexts.

The experiments of Serge Golovach are a continuation of the groundbreaking work in the field of conceptual photography, initiated by futurists at the beginning of the 20th century. Futurists used photographs in their collages. After WWII, pop artists and concept artists began considering the confrontation between photography and various materials and techniques. Since 1970s, we see the desire to break free from traditional media and the battle against/engage with photography and new materials everywhere we look. Recall the landmark 1970 exhibition Photography into Sculpture at the Museum of Modern Art in New York. Exhibition participants encased photos in plastic, printed them onto wood and metal, combined them with vinyl, created photo sculptures. Serge Golovach goes even further and discovers the materiality of objects in the images of the objects in question.

On April 27, Serge Golovach will be joined by pianist Dmitry Shishkin on a tour into the world of sopromat. Shishkin will perform a concert within the exhibition space on that day. During the exhibition, public talks will be held by the artist and curator Sergey Khachaturov. Several guided tours of the exhibition are also planned. Visit the GUM-Red-Line Gallery site and social media accounts to view the special event program and schedule.

Project curator – Sergey Khachaturov.  
GUM-Red-Line director – Igor Kazakov.

## Contact info for mass media:

Tatiana Nemirovskaya  
Project PR Director  
mailday7@gmail.com  
+7(926)582-42-04

Darya Gnashko  
Project PR Manager  
gnashkodarya@gmail.com  
+7(915)111-80-49

## ADDITIONAL INFO:

**Serge Golovach** – contemporary Russian media artist, author, and participant of 350 exhibition projects, including such important social art projects as anti-AIDS, anti-tuberculosis, anti-diabetes. Listed in the Top 100 Contemporary Artists of Russia (InArt, since 2018) and the Best Contemporary Artists of Russia (ARTIX, since 2019). Winner of the Nikon Photo Contest International (2000-2001) and the Best of Russia photography competition (2008, 2009, 2010, 2012, 2014). Serge Golovach's works are represented in the collections of the Multimedia Art Museum, the National Centre for Contemporary Arts, the Moscow Museum of Modern Art, the State Russian Museum (Saint Petersburg), Deutsches Tanzarchiv Köln Museum, as well as other museum and private collections.

**Dmitry Shishkin** – critically acclaimed Russian pianist. Awarded silver medal at the prestigious International Tchaikovsky Competition, winner of numerous prestigious competitions, including Busoni in Bolzano (2013), Rio de Janeiro (2014), Chopin in Warsaw (2015). Collaborates with the Mariinsky Theatre, Warsaw Philharmonic Orchestra, National Orchestra of Belgium, and other institutions. Currently resides in Switzerland.

## About the Gallery:

GUM-Red-Line Gallery occupies a space of 280 SM in the front of GUM. Its windows exit onto Red Square. Besides the spectacular architecture created by Alexander Pomerantsev, these halls bear an extraordinary historical heritage. This is the actual location of the Henri Brocard Gallery that was opened right here in 1893. Henri Brocard was a famous Moscow perfumer and collector. While maintaining the legacy of the past, GUM-Red-Line Gallery is seen as a starting point for the cultivation of a new cultural space, where GUM customers can get an insight into contemporary art.

**The Gallery, located on the Third Floor, First Line at GUM, is open to visitors every day, 10 to 22.**

**Additional info: [info@gum-red-line.ru](mailto:info@gum-red-line.ru)  
Phone: +7 (495) 620-33-89**



**[www.gum-red-line.ru](http://www.gum-red-line.ru)**