

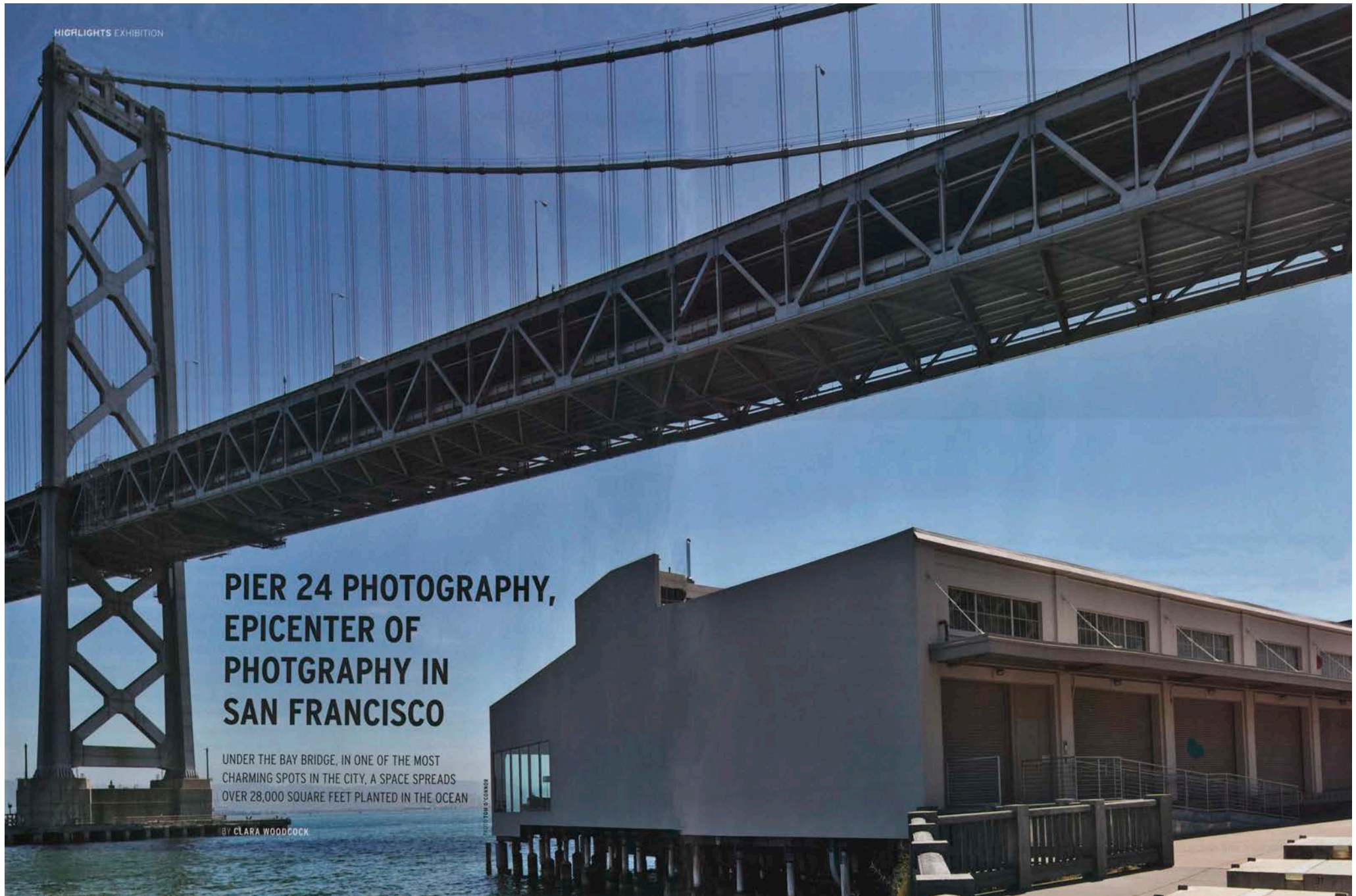
HIGHLIGHTS EXHIBITION

PIER 24 PHOTOGRAPHY, EPICENTER OF PHOTOGRAPHY IN SAN FRANCISCO

UNDER THE BAY BRIDGE, IN ONE OF THE MOST
CHARMING SPOTS IN THE CITY, A SPACE SPREADS
OVER 28,000 SQUARE FEET PLANTED IN THE OCEAN

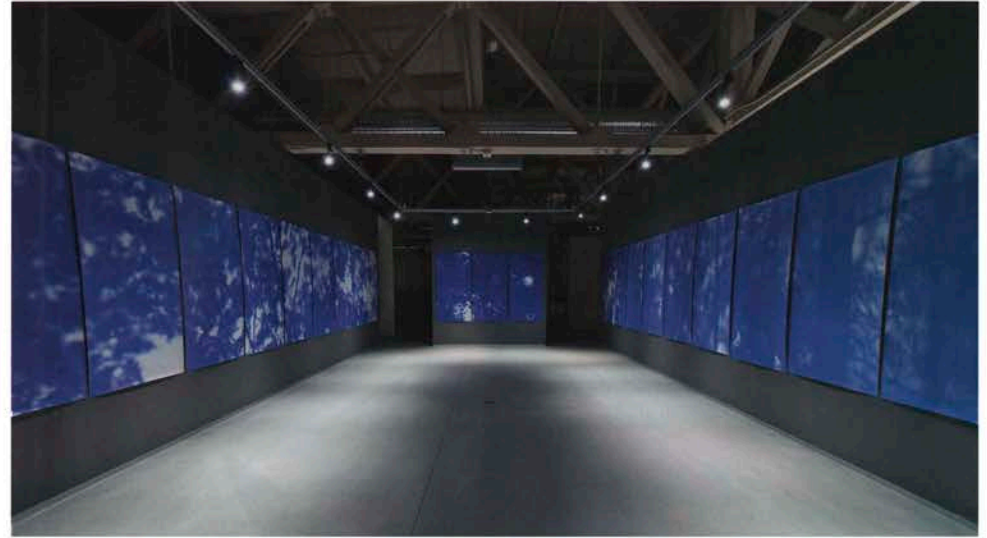
BY CLARA WOODCOCK

PHOTOGRAPHY COURTESY





INSTALLATION/PHOTO LUCIA KOCH



BLUE LINE OF WOODS, 2010, INSTALLATION ERIC WILLIAM CARROLL

TOTALLY DEDICATED TO PHOTOGRAPHY, Pier 24, until January, will feature *A Sense of Place*, a group exhibition that takes into consideration the environment and makes us realize how images shape our spatial perception. Led by the images arranged in the large rooms, visitors are surrounded by the reminiscences taken from different places, memories, and emotional experiences faced or not by their authors.

The images united in this group, including names such as Robert Adams, Doug Aitken, Uta Barth, Edward Burtynsky, Eric William Carroll, John Chiara, José Manuel Fors, among dozens of others, show what photography does best, which is to draw our attention to the day-to-day, which we otherwise would ignore, walk on by; here they intrigue us and inspire us to take a closer look around.

One Brazilian is part of the cast, Lucia Koch, from Rio Grande do Sul, who lives in São Paulo and works with light and space creating new fields of

perception, sometimes in intimate, almost private environments, sometimes in public and institutional spaces. Her work reveals clean minimalism and projects viewers beyond the exhibition area. This impermanence of site specific is a characteristic of her projects that explore the crossroads between Architecture and Art. Lucia Koch's work at Pier 24 is a window that takes up a physical space, as a reaction to the topography of the place. It works as a filter, defined by the position it has taken in the building.

As for the unusual works by Stephen Shore, they invoke the spirit of any American city, while Paul Graham captures moments in the Manhattan landscape, through a series of diptych and triptych. Similarly, *America*, by Lee Friedlander, shows the daily eccentricities peculiar to the United States, seen under the perspective from the inside of his car. Explored through installations, William Carroll's plans are produced in large scale, creat-

ing the sensation of being in the middle of the woods for viewers. Likewise, Erik Kessels's work, *24 HRS in Photos*, creates a cascading room filled from floor to ceiling with pictures uploaded to Flickr during a 24-hour period, thus allowing the viewer a visual and physical experience the overwhelming number of photographs shared online. Pier 24 came about when Andy Pilará, 69, an investment banker, remodeled a decaying warehouse under Bay Bridge and created a huge art gallery. Then, he bought his first Diane Arbus print in 2003 and, ever since, has accumulated over 2,000 photos, taken by the photographer from the 1830s and which constitute the basis of this collection.

As a whole, it causes an impact. "I have never seen anything like it," says the photography curator of SFMoMA, Sandra Phillips, who has been privy to great photo collections in the Western world. "There are many photo museums, but none as spectacular

and as personal, to the point of surrendering to the experience of seeing a photo. This is really unique". The "space devoted to photography," as Pilará affectionately calls it, has never had an official opening. But, soon after its first months, Pier 24 began to gain recognition and attracted curators from National Gallery of Art, in Washington, Metropolitan Museum of Art, Museum of Modern Art, Whitney Museum of American Art, in New York, and also by the Art Institute of Chicago, among others. "It is, without a doubt, a world collection that brings huge value to São Francisco, as a key center for the study of photography," says gallerist Jeffrey Fraenkel, a born appreciator of photos.

A Sense of Place
 Until May 1, 2014
 Pier 24 - The Embarcadero - São Francisco
 415 512 7424 - www.pier24.org

PHOTOS: LUCIA KOCH/ERIKTES PIER 24 PHOTOGRAPHY