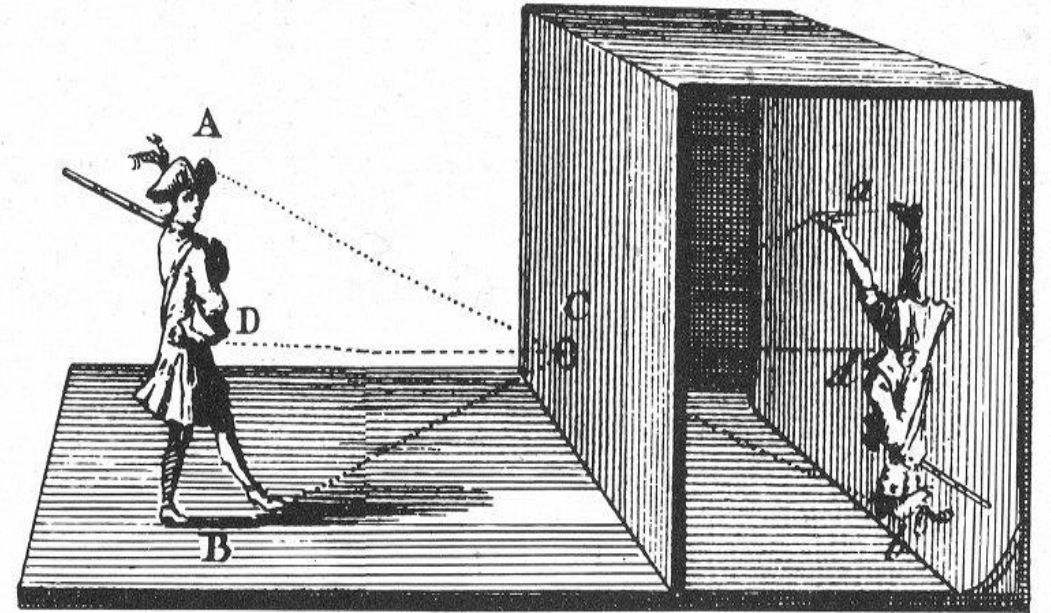
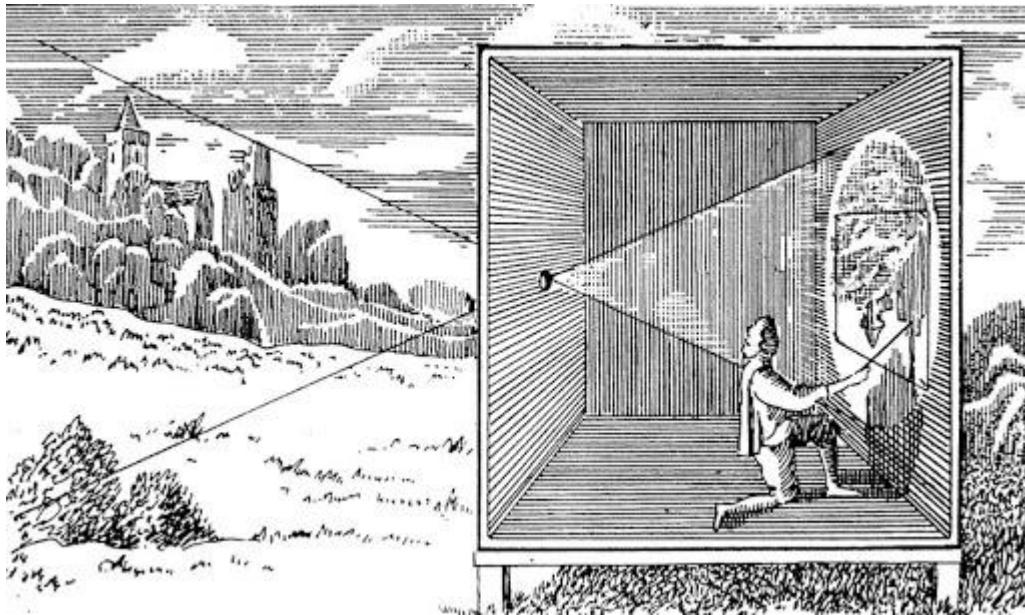


9. Storia e teoria dei media I-Z

giuliana.galvagno@unito.it

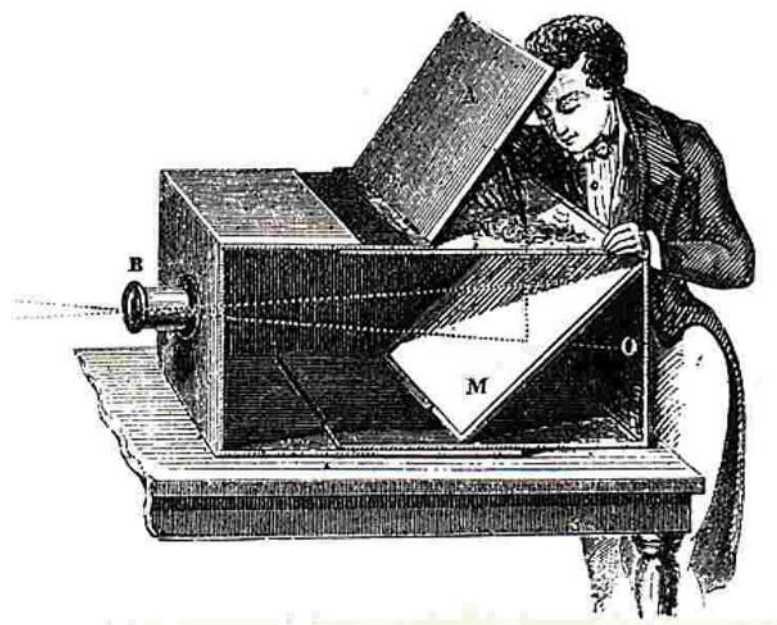
Breve storia della fotografia

Dalla camera oscura





Alle sperimentazioni su reagenti e supporti di Joseph Nicéphore Niépce



1826

Eliografia

E di Louis J. M. Daguerre



Boulevard du Temple, 1838



1837

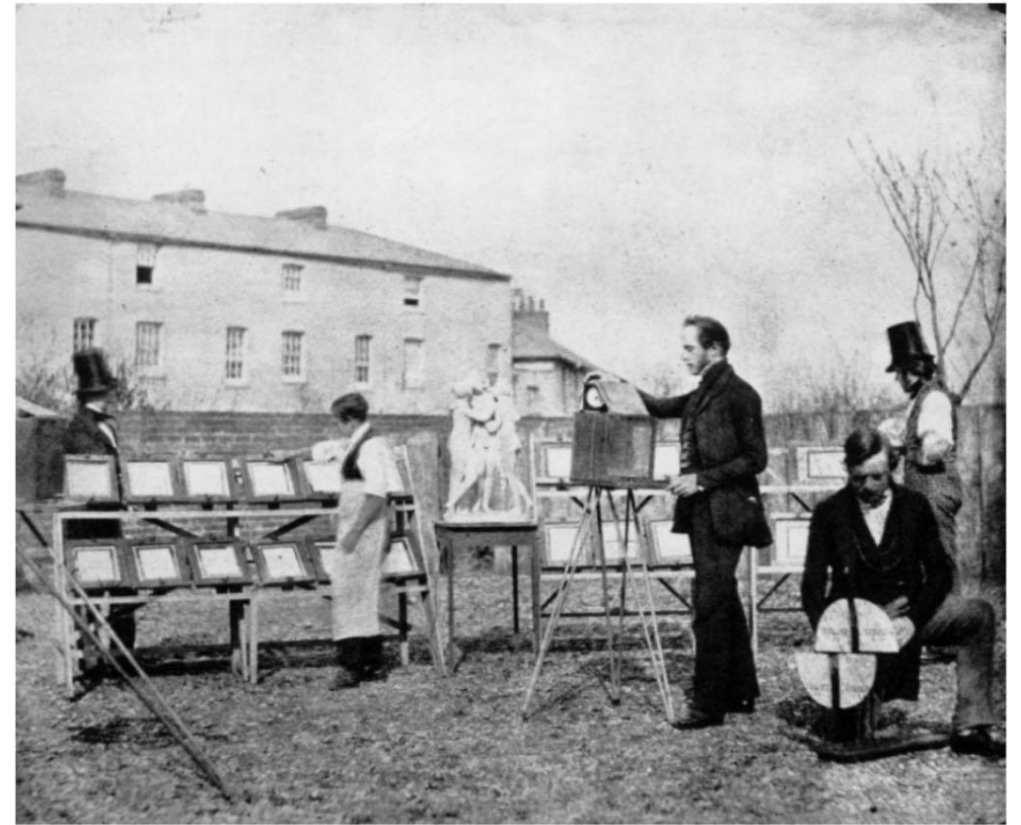
Daguerrotipi

Nel 1839, il procedimento elaborato da Daguerre venne acquisito dallo stato francese e presentato nei particolari tecnici all'assemblea dell'Accademia delle Scienze e delle Belle Arti. Joseph Arago, il deputato che si era impegnato per rendere pubblico il procedimento, descrisse la storia e la tecnica legata al dagherrotipo.

William Fox Talbot

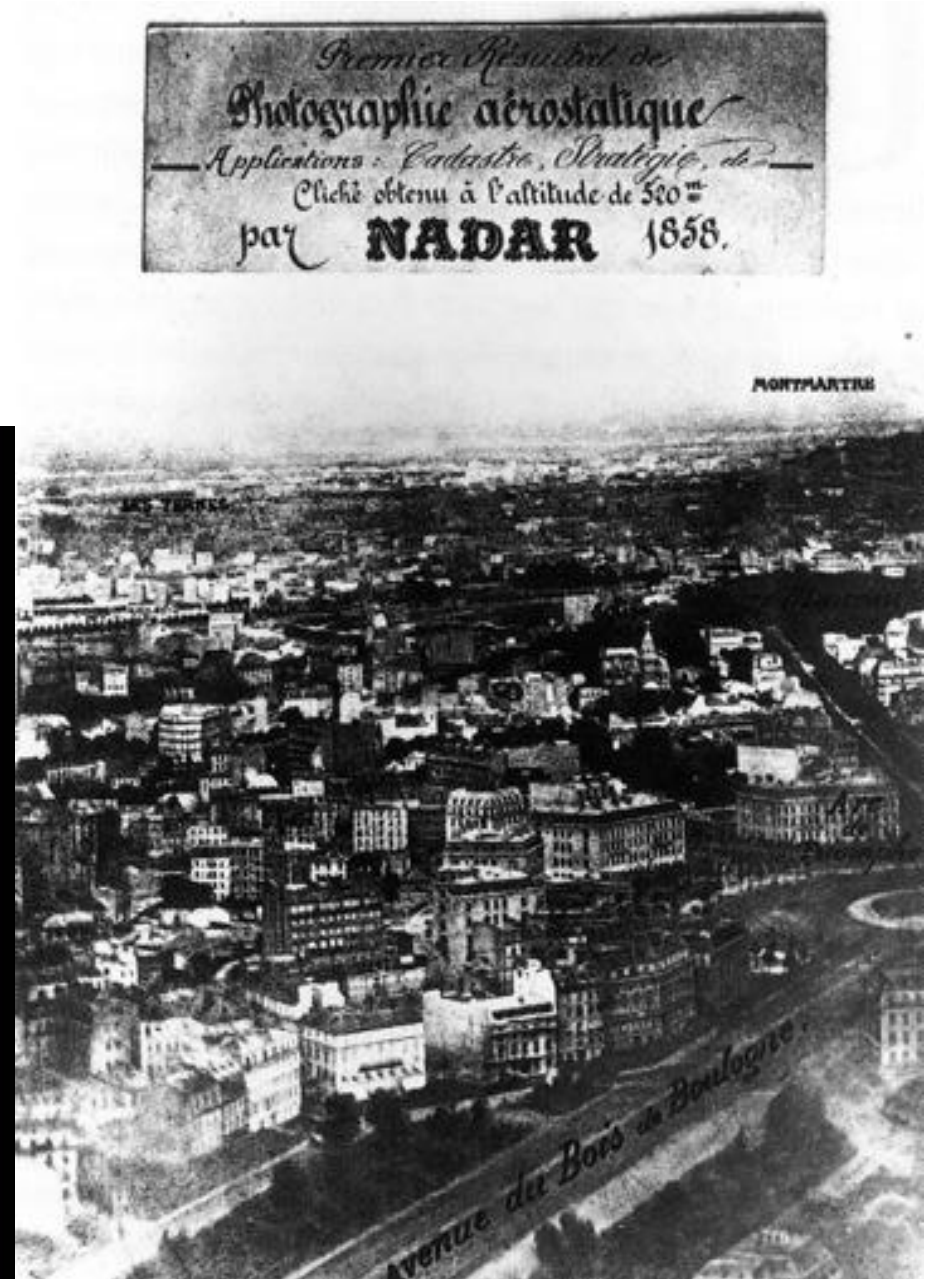


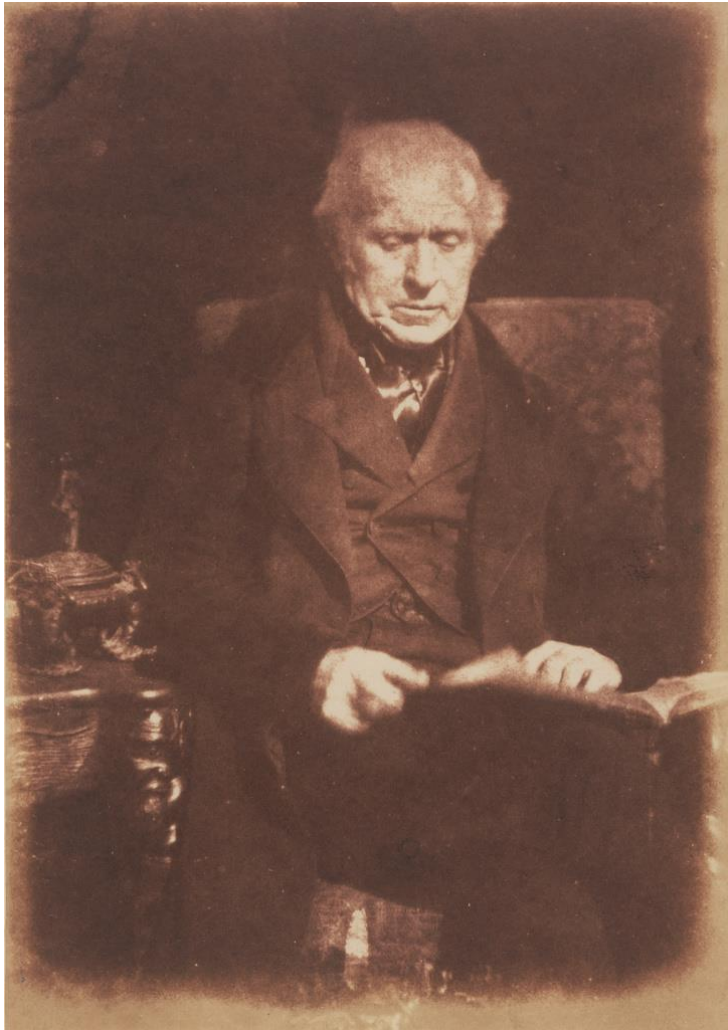
1844, *The Pencil of Nature*



Calotipi

Nadar





David Octavius Hill



Hill, *Disruption of 1843*

Julia Margaret Cameron



Roger Fenton, Matthew Brady e la fotografia di guerra





Quali le funzioni principali della fotografia?

Documentazione (H. Bergson – P. Sorlin)? Riproduzione della realtà?



Robert Capa, *Morte di un miliziano*, 1936



Broiling Sun and a soaking shower
can leave your hair lifeless!



Protect yours with
VITALIS
and the "60-Second Workout"



- 1** 50 STROKES TO THE CROWN — Circle the crown with your fingers, pulling the hair forward. Do this 50 times.
- 2** 50 STROKES TO THE BACK AND SIDES — Your hair has a tendency to slip back. Pull it forward with your fingers. Do this 50 times.



that very objectionable "puffed-topper" look. So, go out and play your tennis in the healthy way that you should get it. Get it off your face and give it the clean hot shower and exercise. A good look of your hair with Vitalis and the "60-Second Workout."

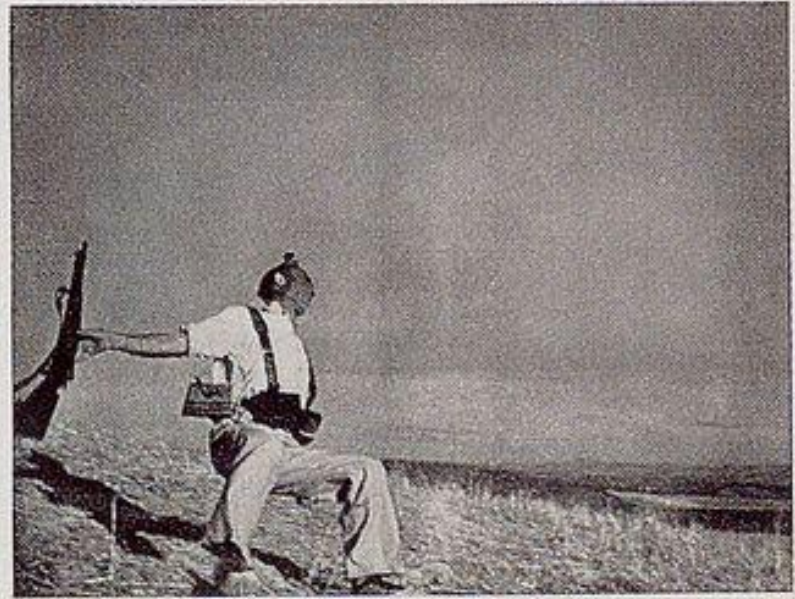
WARNING! — For your protection in the hottest shop genuine Vitalis hair cream is sold by leading retailers. This is not hair oil. Beware!

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME

LIFE

Vol. 1, No. 1

JULY 12, 1937



ARMY AIRS' GALLANT "MARCH" A SPANISH SOLDIER, THE INSTANT HE IS DISCOVERED BY A TROOP OF ENEMY AND SLAIN BY BOMB OF ANOTHER

DEATH IN SPAIN: THE CIVIL WAR HAS TAKEN 500,000 LIVES IN ONE YEAR

On July 12 the Spanish Civil War will be one year old. In that time it has brought death to a million Spaniards, has shattered such ancient cities as Madrid, Bilbao, Burgos, and Pamplona, has kept Europe in a state of jitter. When the war started, most U. S. officials looked on the Republic as a half-way, irresponsible, moderate force that had found its fit reasonable position. A year of war has taught the U. S. a lesson of Spain.

The rising chaos of Spain was probably the world's worst lesson—unpredictable, unquellable, unceasing, unbroken and unresolvable. Some 300,000 Spaniards are dead, 30% of the total. They did not give their blood and brains to military or their best modern equipment. They refused to let a second kind of battle go on for fear of giving the present's desperate class of revolution. The fact was only about 60% efficient and much of it was old. And Spain's national weakness among the people in Europe, has almost entirely disappeared. The stability of Spain was still stronger the latest we could know—less than the American by the gold dollar in the 1930s, anyway.

In the 1930s, the United States added 15,000 more soldiers, more than twice the total of 1917. Many officers. There was no effort to even six weeks, not general for every 120 men. The army 60 spent on soldiers' pay, food, uniforms, ammunition, officers got 40% to 50% of the national budget. The national tax made officers unquellable, but for pushing a profession of the French Civil Guard, in 1936, and got its money by July 1937.

And by the 41,000 soldiers and officers, 1936, they got the most military school houses in the world, with 10,000. There was no pay by the State, the Church with its enormous wealth, naturally took a capitalist's position. It was up to the work of soldiers. Payments were told that he was against the Government was surely a useful job. The Church was in charge of Spanish education. But the Spanish people were 17% illiterate. The reason for the civil war was simply that the people of Spain had fed their brains by decent, unquellable and the lesson had refused to be told.

For a new course of the Spanish war from the Government side, some plan

Manipolazione?



Louis R. Lowery

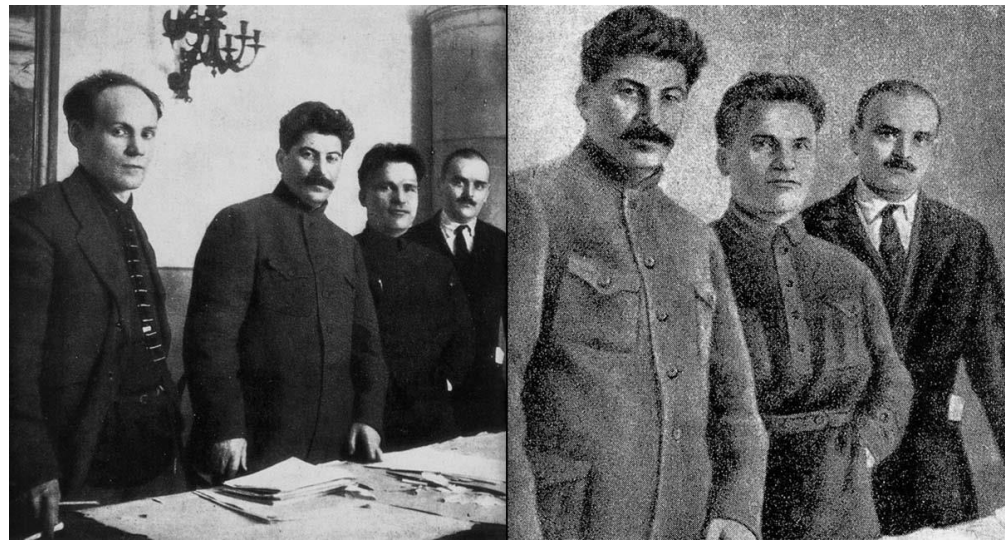


Joe Rosenthal, *Raising the Flag on Iwo Jima*, 1945

Purghe fotografiche



Stalin con e senza Nikolai Yezhov



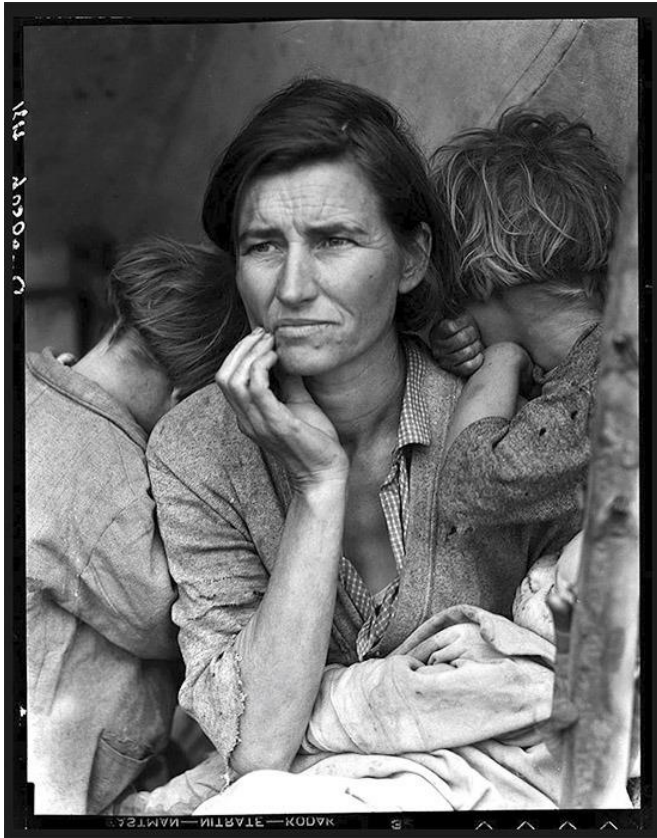
Stalin con e senza Nikolai Antipov, Sergey Kirov, and Nikolai Shvernik

Purghe fotografiche



1920, Lenin con e senza Lev Trockij

Denuncia sociale



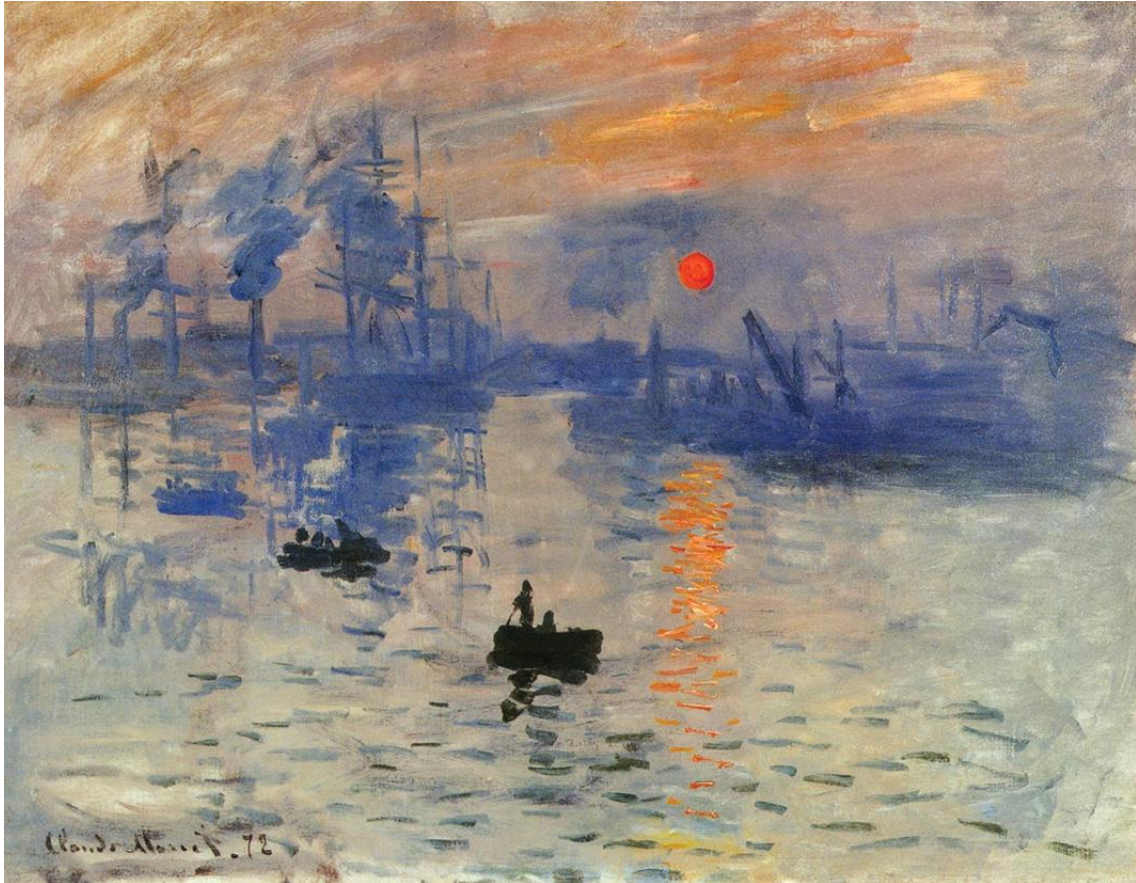
Migrant Mother, 1936, Dorothea Lange, Library of Congress Prints and Photographs Division FSA/OWI Collection, LC-USF34-9058-C



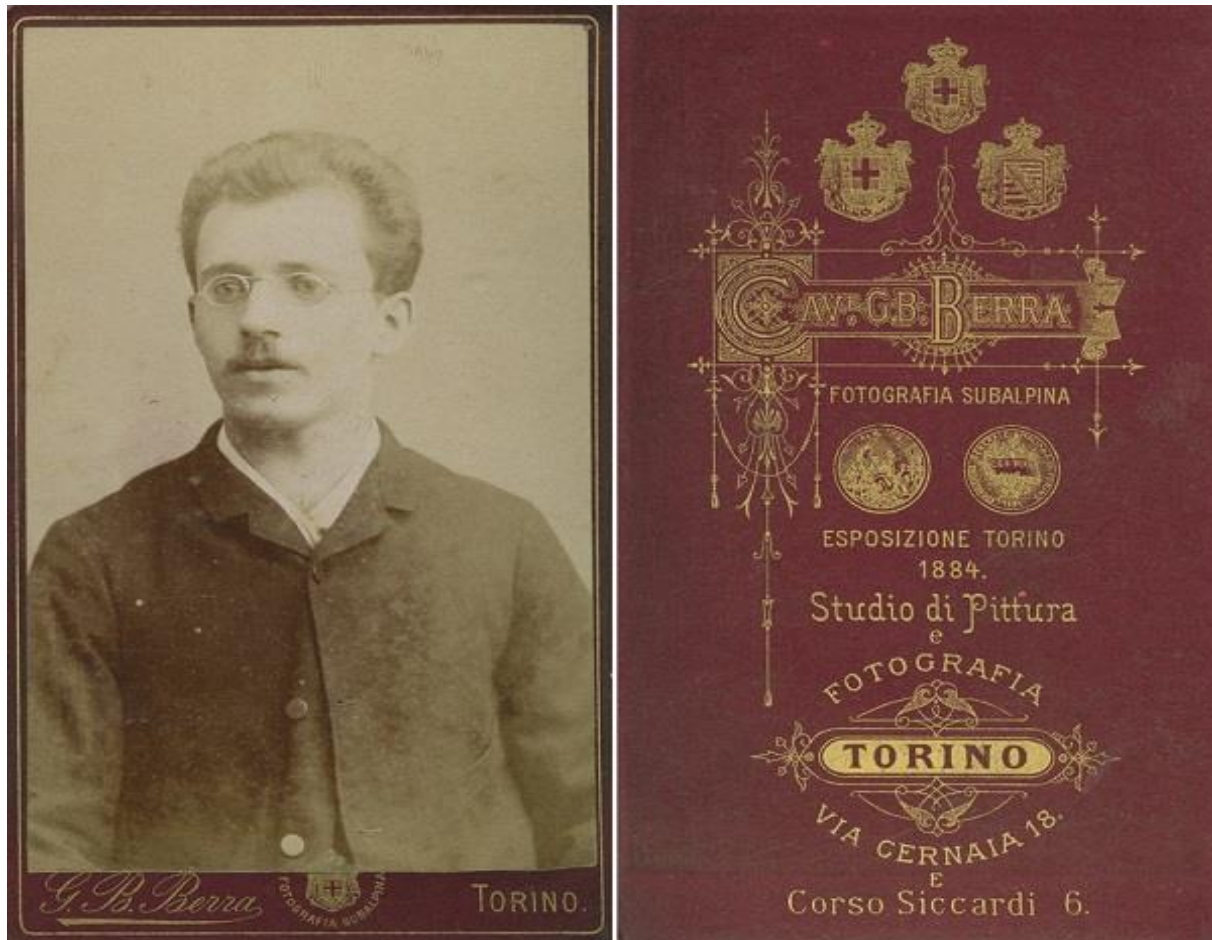
Bud Fields and his family, Hale county, Alabama, Walker Evans, c. 1936-37; dal libro *Let Us Now Praise Famous Men* (1941) di Evans and James Agee.

Benjamin, *Piccola storia della fotografia* (1931)

« I pittori vengono congedati dal tecnico »







La vittima della fotografia non è il paesaggio ma il ritratto miniato.

Carte de visite





« L'armamentario di simili ritratti, con i loro piedistalli, le loro balaustre, i loro tavolini ovali [...] »

Ridondanti e soffocanti tropici di carta »

Ritratto di Franz Kafka

1888, la prima Kodak

THE KODAK CAMERA.



"You press the button, -
- - - we do the rest."

The only camera that anybody can use
without instructions. Send for the Primer,
free.

The Kodak is for sale by all Photo stock dealers.

The Eastman Dry Plate and Film Co.,

Price \$25.00—Loaded for 100 Pictures.

ROCHESTER, N. Y.

A full line Eastman's goods always in stock at LOEBER BROS., 111 Nassau
Street, New York.



IF IT ISN'T AN EASTMAN, IT ISN'T A KODAK.



LET THE CHILDREN KODAK

There's nothing in which a girl or boy takes greater delight than picture making.

And you will be surprised to find what good pictures even a child of seven or eight can make with a Brownie or a Kodak. Especially interesting is their work when there are two or more children in the family. The pictures they make of each other not only furnish fun for them, but are cherished by father and mother long after the youngsters have outgrown childish ways. Each picture appeals to you because they are natural; they show the children as they are, among every day home surroundings.

And photography is educational; it teaches observation; shows the young mind that it's worth while to do things well—and nowadays it's not expensive. The Brownie Camera at one to twelve dollars, a very, very good one for 3½ x 3½ pictures costs only two dollars, and Kodaks from five dollars up, offer a wide variety for all tastes and purses. And in all of them is "Kodak Simplicity."

EASTMAN KODAK COMPANY

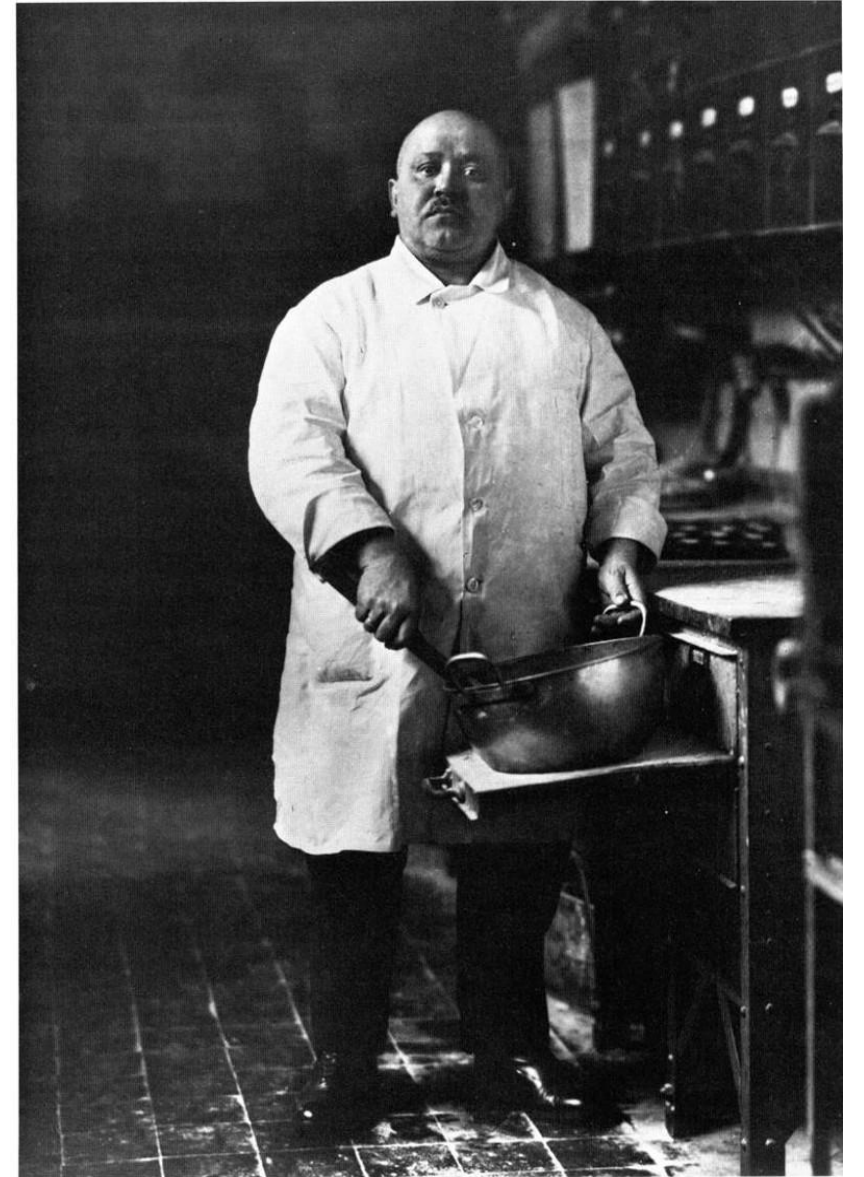
ROCHESTER, N. Y., The Kodak City.

Eugène Atget

« Immagini che risucchiano l'aura dalla realtà »



L'atlante di August Sander



« L'aura è un singolare intreccio di spazio e di tempo; l'apparizione unica di una lontananza per quanto questa possa essere vicina. Seguire, in un pomeriggio d'estate, una catena di monti all'orizzonte oppure un ramo che getta la sua ombra sopra colui che si riposa – ciò significa respirare l'aura di quelle montagne, di quel ramo ».

Fine dell'aura significa fine di quell'intreccio tra lontananza, irripetibilità e durata che caratterizzava il nostro rapporto con le opere d'arte tradizionali, e avvento di una fruizione dell'arte basata sull'osservazione fugace e ripetibile di riproduzioni.

Arte e rappresentazione fotografica

Dall'estetica della fotografia in quanto arte al fenomeno sociale dell'arte in quanto fotografia

Il discorso benjaminiano sulla fine dell'aura non è quindi riconducibile a una forma di nostalgia, bensì è un tentativo di individuare le potenzialità ancora non del tutto esplicitate della riproducibilità.

Susan Sontag, *Sulla fotografia* (1973)

- Fotografia come nuovo codice visivo
- Mondo come antologia di immagini
- Fotografia come traccia
- Esperienza visiva illimitata del reale



Diane Arbus

Ogni 2' negli USA si scattano + foto di tutte quelle del XIX secolo

- 400 mld foto all'anno nel mondo
- 3500 mld nel mondo (2014)
- > 3 mld di immagini/giorno su social