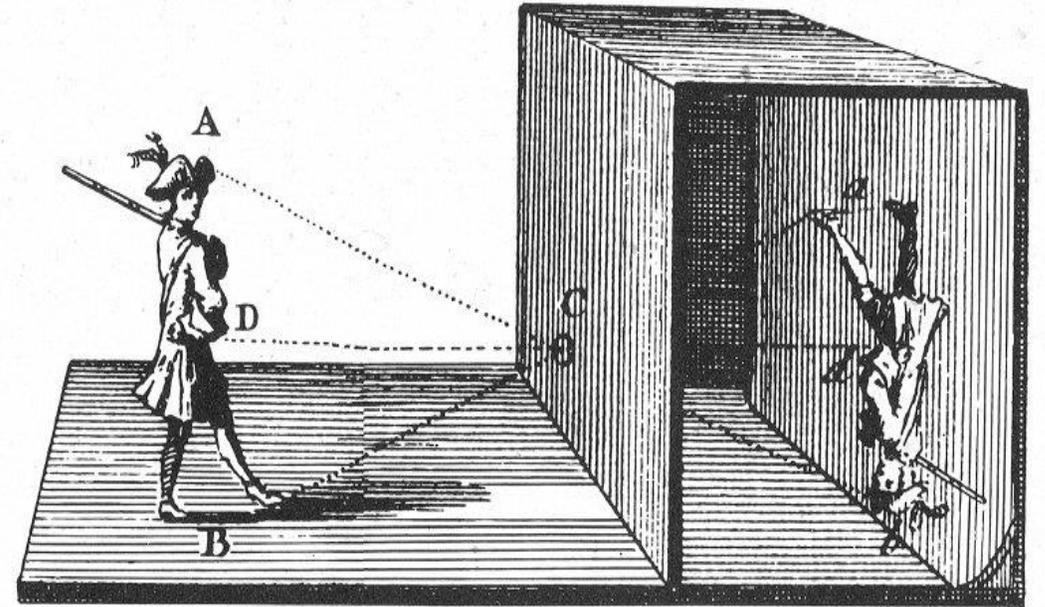
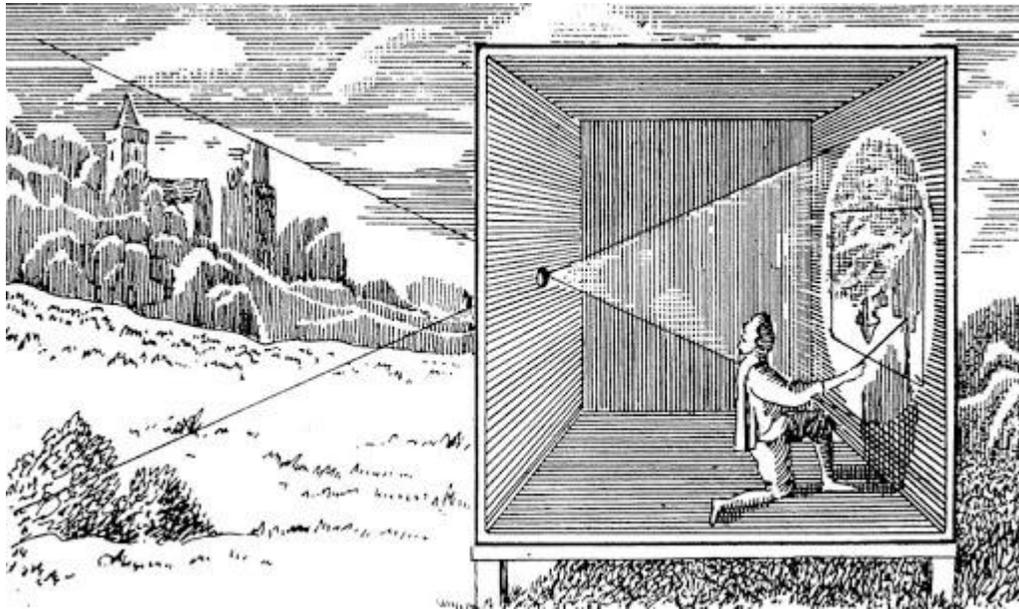


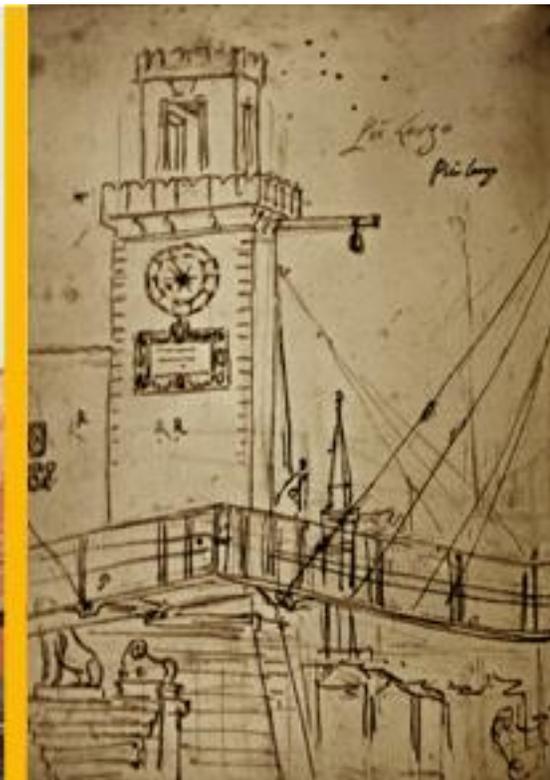
9. Storia e teoria dei media I-Z

giuliana.galvagno@unito.it

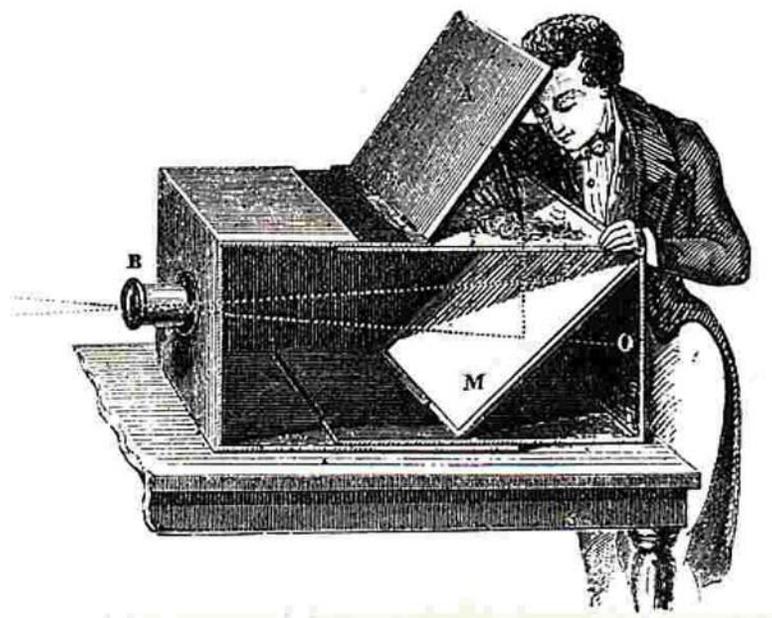
Breve storia della fotografia

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

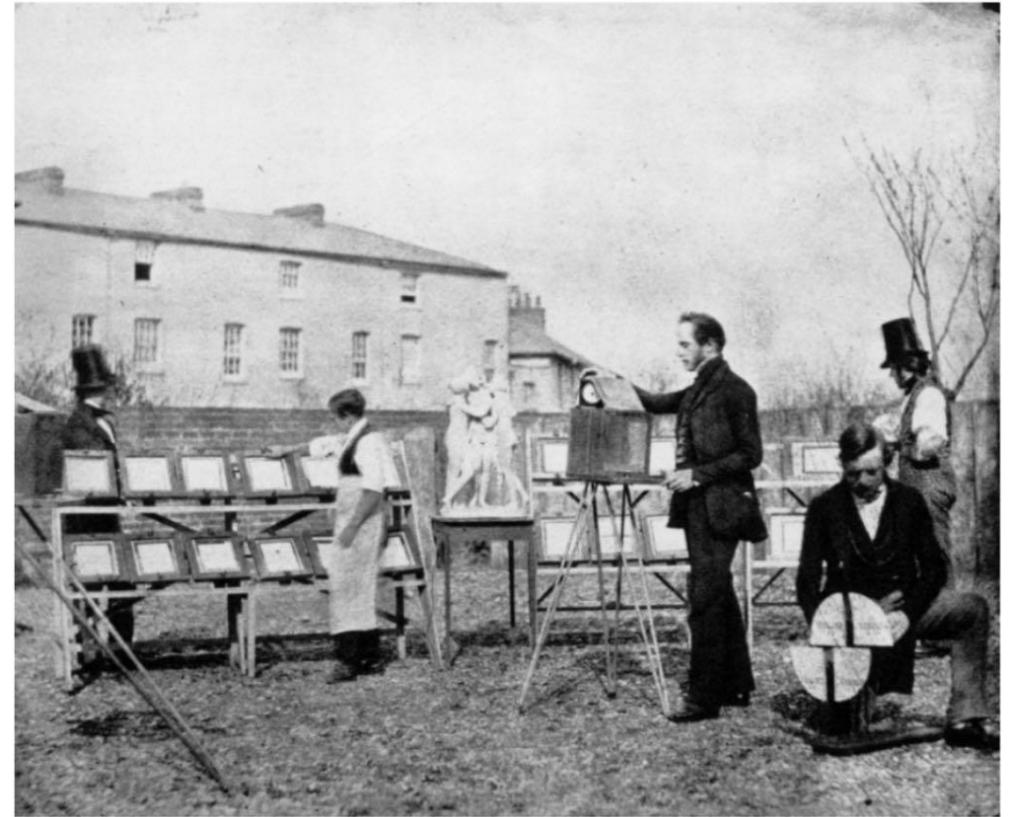
Daguerrotipi

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*



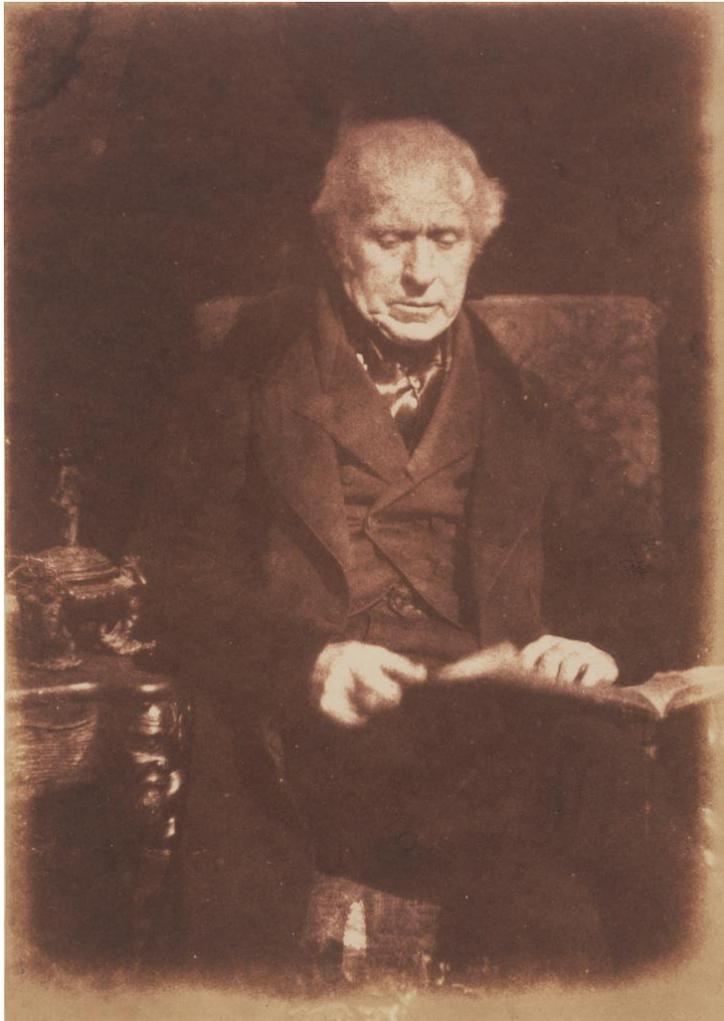
Calotipi

Nadar



Premier Résultat de
Photographie aérostatique
Applications : Cadastre, Stratégie, etc.
Cliché obtenu à l'altitude de 500^m
par **NADAR** 1858.





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 OF THE HEAD—*Use the palm of your hand to stroke the crown of your head.*
- 2** 10 STROKES TO THE EAR AND NECK—*Your hands are a quarter of an inch from the hair.*



WARNING!—For your protection in the hottest shop districts Vitalis comes in airtight, tamper-evident, moisture-proof, plastic-wrapped bottles with stoppers.

HOT weather good for your muscles and nerves. But too much sun, hard frosts in the morning rain, give your hair a pretty tough shading, making it feel nothing at all.

And then, drenching it, as you do in the shower or the bath, you overdo the "soaking system"—and your hair is done, it's done, and it's done to hair and lifeless.

But there's where Vitalis and the "60-Second Workout" helps to keep and help you. Apply Vitalis to the scalp with a brisk massage. For the first time in your life, you get the real reason of your lifeless hair. Only circulation is restored—your hair gets the "60-Second Workout" in 10"—and hair gets its own Vitalis look. 58 strokes to the crown—10 strokes to the ear and neck—that's the "60-Second Workout."

Now see how easy it is to comb and brush, how smoothly it lies, how hair grows in place—a real asset to your appearance—without a trace of

that very objectionable "puffed-up" look.

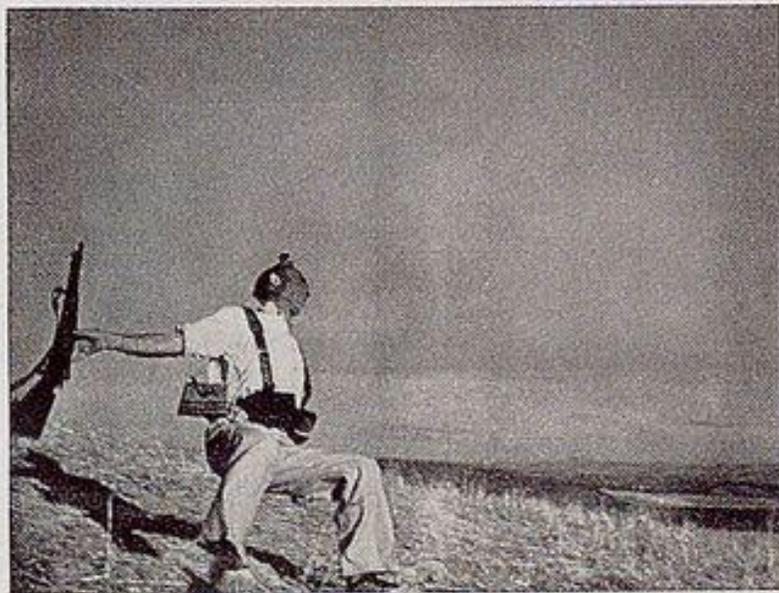
So, go out and play your game in the hottest sun, get in your 60-second of get-it-off-again exercise in the steam hot shower, and enjoy the good look of your hair with Vitalis and the "60-Second Workout."

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

LIFE

Vol. 1, No. 1

JULY 12, 1937



ARMED AND DANGEROUS: A SPANISH SOLDIER, THE INSTANT HE IS DISCOVERED BY ENEMY TROOPS HE IS SHOT BY POINT OF BARREL.

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 Pampeluna, 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 state that had found its own reasonable solution. 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, unprovoked, senseless, chaotic and unmanageable. Some 300,000 Spaniards are dead, 500,000 of the dead. They did not give their blood and brains to help any cause or their land make any progress. They allowed to be shot and to be hanged because for fear of giving the present's desperate cause of revolution. The fact was only about 40% of them, and much of it was all. And Spain's national reaction among the people in Europe, has almost entirely unexplained. The realization of Spain was still to be the most or most terrible lesson from the American by the gold fields in the 19th Century.

In the 1920s and 30s, and 40,000 Spaniards, more than twice the total of Italy, many others. There was no effort to save its people, not ground for every 100 men. The army 60,000 men, per day, but the army, some men, officers got 40% in pay, 25% of the national budget. The national law made officers unaccountable, but for pushing a profession of the French Civil Guard, in 1936, and the army, to be led by 1936.

And in the 41,000 Spaniards and others, 1936, they, the most, a military, which has been in the world, with 1936. There was no aid by the United States, with its economy, wealth, naturally such a capitalist's position. It was up to the work of justice. Payments were told that he was against the Government, was surely a moral one. The 41,000 was a change of Spanish situation. But in the Spanish, with more 475,000. The reason for the civil war was simply that the people of Spain had fed their lives by the 1936, and the lesson had not to be told. For a new lesson of the Spanish war from the Government side, that year.

Manipolazione?



Louis R. Lowery

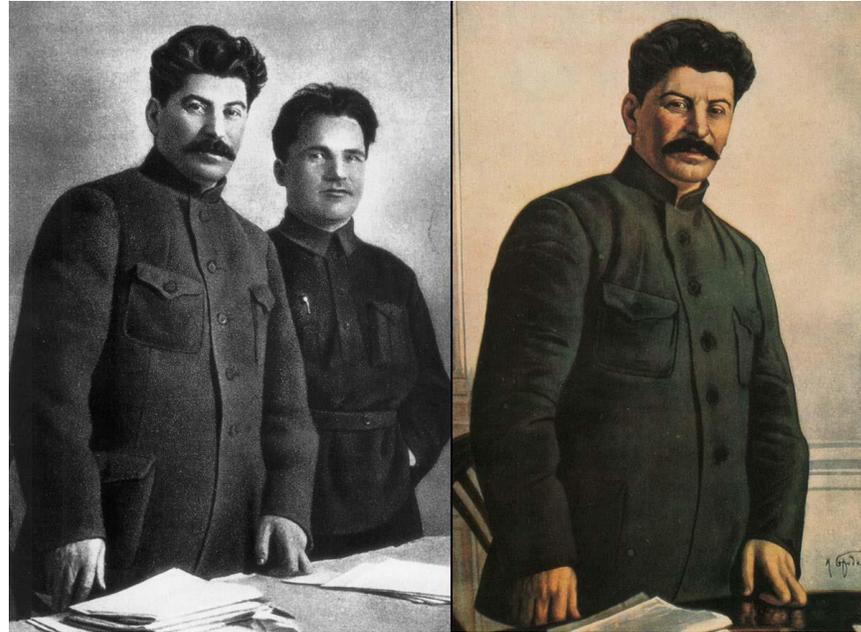
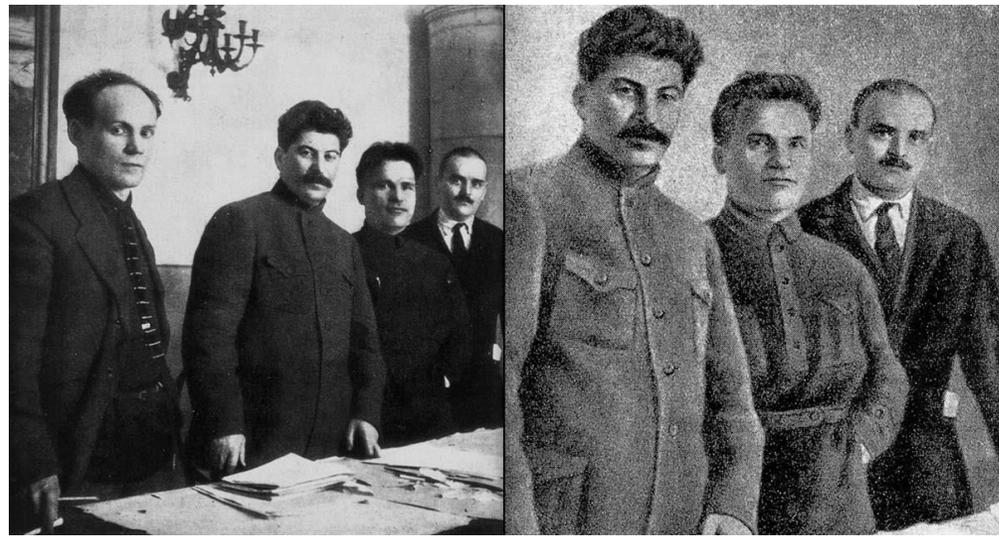


Joe Rosenthal, *Raising the Flag on Iwo Jima*, 1945

Purghe fotografiche



Stalin con e senza Nikolai Yezhov



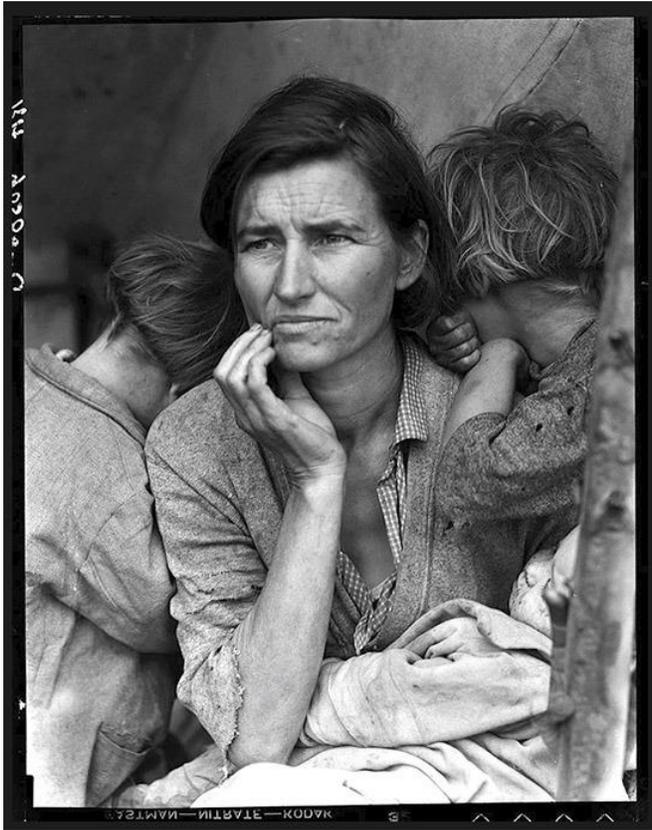
Stalin con e senza Nikolai Antipov, Sergey Kirov, and Nikolai Shvernik

Purghe fotografiche



1920, Lenin con e senza Lev Trockij

Denuncia sociale



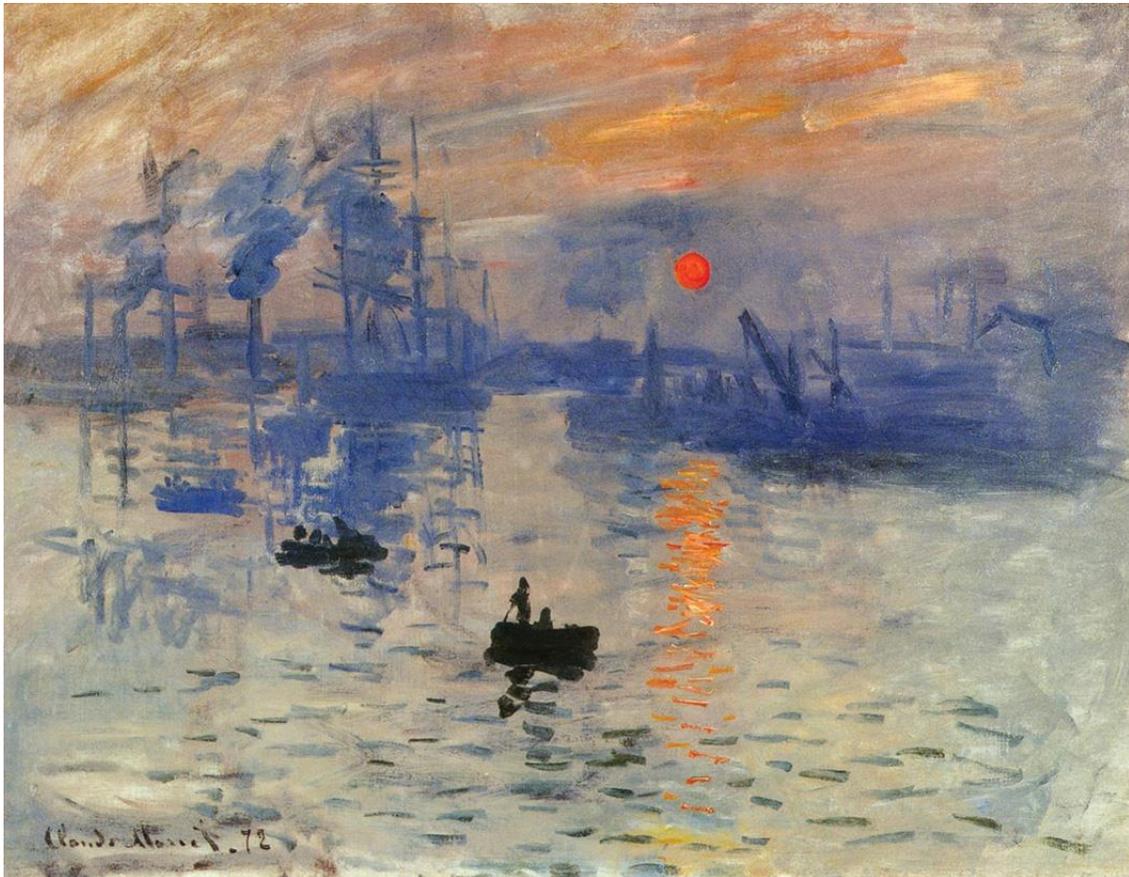
Migrant Mother, 1936, Dorothea Lange, Library of Congress Prints and Photographs Division FSA/OWI Collection, LC-USF34-9058-C



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





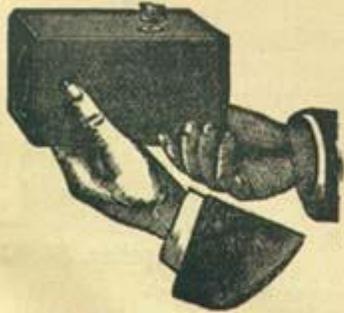
« L'armamentario di simili ritratti, con i loro piedistalli, le loro balaustre, i loro tavolini ovali [...]

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.

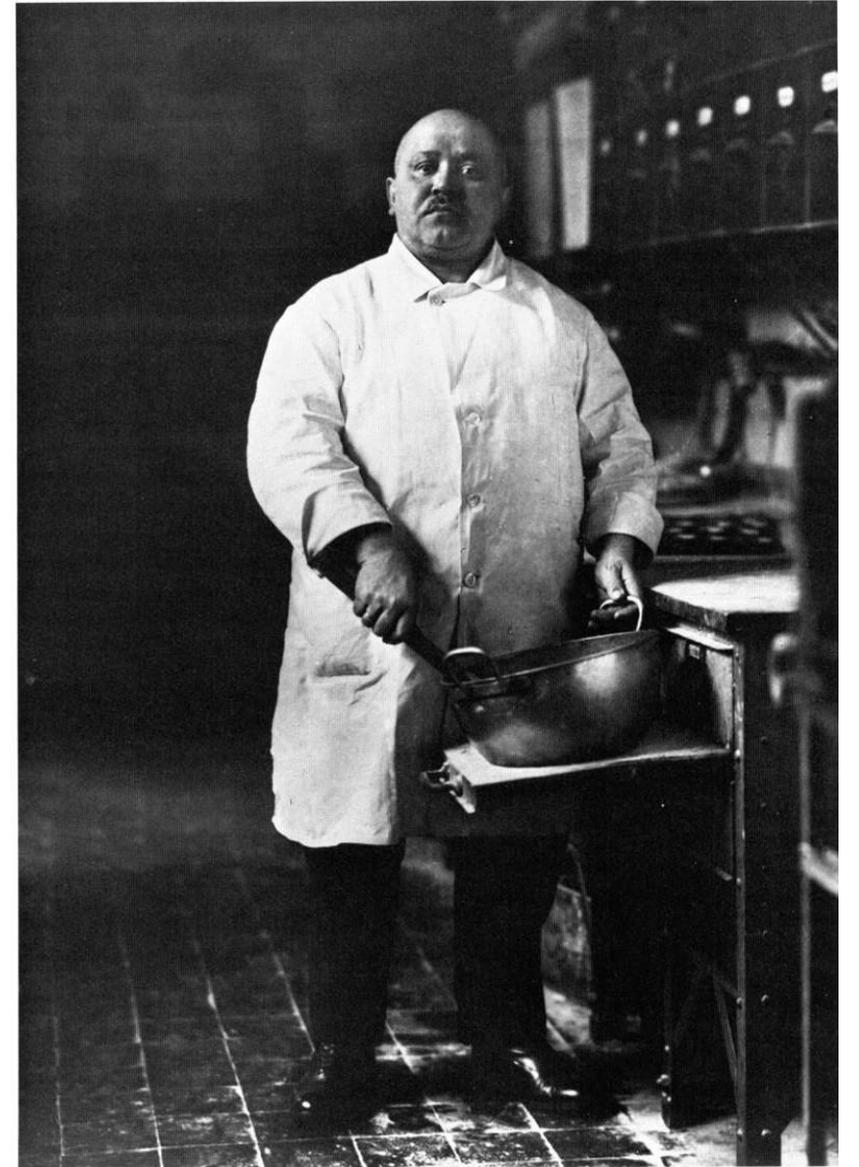
Copyright 1910 by the Eastman Kodak Co.

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