



# A câmera de Pandora: 1 (Portuguese Edition)

*By Joan Fontcuberta*

## A câmera de Pandora: 1 (Portuguese Edition) By Joan Fontcuberta

Oprimida pela tecnologia digital e deslocada de suas funções essenciais, a fotografia se transformou em outra coisa. Diante do desconcerto ou da cegueira, Joan Fontcuberta esmiúça aqui o que sobra: os restos da autenticidade, os restos do documentário, os restos de alguns valores que fizeram com que a fotografia moldasse o olhar moderno e contribuísse para a nossa felicidade. Fiel ao princípio de que uma fotografia vale mais do que mil mentiras, Fontcuberta elucida a natureza da nova fotografia (digital) e seus extravios. Daí derivam reflexões críticas e evocações poéticas que rastreiam os empenhos de uma pós-moderna câmera de Pandora que já não se limita a descrever nosso entorno, mas ambiciona pôr ordem e transparência nos sentimentos, na memória e na vida. A arte da luz aspira agora a ser a arte da lucidez.

Joan Fontcuberta (Barcelona, 1955) tem exercido uma atividade multidisciplinar no mundo da fotografia: criador, crítico, docente, editor e curador de exposições. Em 2010 foi publicado, também por esta editora, o livro *O beijo de Judas. Fotografia e verdade*, que se tornou um clássico e foi o germe da presente obra, em que o autor analisava o declínio da fotografia analógica e antecipava as mudanças que a fotografia digital traria consigo. Em 2011 ganhou o Prêmio Nacional de Ensaio de Espanha e, em 2013, o Prêmio Internacional de Fotografia Hasselblad.

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