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Photential Launches with *Rehome*, a Multimedia Exhibition Reflecting the Experience of Confinement During Lockdown

Working with curators from around the world, Photential creates visibility for emerging and established artists with a digital platform to exhibit and sell their work to wider audiences

November 19 to December 27, 2020
More information at www.photential.art



Jorge Fuembuena, *Elba y Maya Series*, 2014-2020

November 19, 2020 (MADRID, SPAIN) - Photential is pleased to announce the launch of its online platform for photography and new media with the inaugural exhibition, *Rehome*. Curated by Ana Foguera in Madrid and co-curated by Moscow based Kristina Romanova, the exhibition is the product of a cultural dialogue between Spain and Russia, exemplifying Photential's mission of connecting curators and artists from around the world. *Rehome* will feature work by **Jorge Fuembuena, Laura C. Vela, Dmitry Lookianov, Lena Tsibizova, Julio Galeote,**

Anastasia Pozhiadeva, and **Alejandro Marote**. The exhibition is a poetic reflection on the experience of confinement and how it has changed our relationship with our own body, the objects that surround us and our environment. *Rehome* will take place on www.photential.art from **November 19 - December 27, 2020**.

Starting from the concept of "rehome", as in relocation—rebuilding the feeling of intimacy, roots and identity—the virtual exhibition is presented across three thematic rooms: *My body / Everybody*, *My things / Everything*, and *Lock / Unlock*. The exhibition concept was developed and designed with 8D sound production by **Iván Lozano** and **Lola Zoido**, creating a parallel world in which to address all questions of the curatorial work. The photographs will be complimented by a video work titled *Fracking* by the artist Alejandro Marote, in which the tension between the image and technology is explored.

In the first room, *My body / Everybody*, one can see the impressive photographs of the series *Elba and Maya* by Jorge Fuembuena, the fresh and optimistic gaze of Laura C. Vela, or the almost humorous compositions of Lena Tsibizova. This room explores corporeality and even a certain "estrangement" in the face of gestures, textures and actions that may have been resignified. One of the questions that arises here is: have we discovered new ways of inhabiting ourselves? A question that inevitably leads us to the objects that surround us.

The next room, called *My things / Everything*, includes works where a (perhaps) new relationship with objects is explored. Lena Tsibizova's almost "poverty" still lifes coexist with the almost "surreal" ones of Anastasia Pozhidaeva, and the more metaphysical gaze of Julio Galeote. *Lock / Unlock* is the last part of the exhibition, in which the opening / closing questions, which are key in recent times, are poetically addressed. And they are two concepts that, curiously, have always accompanied the history of photography and the gaze of the photographer. The idea of starting from an "inside" (whether it be one's own subjectivity or the intimate space) is opposed to the notion of "outside", whether it be the collective, the street, the outside world. There the question would be: is there something to discover? The striking landscapes of Dmitry Lookianov and Lena Tsibizova's gaze towards nature function here as doors between doubt and certainty.

Potential was created with the aim of making visible and disseminating the work of established and emerging artists. It is not just an online sales space, but also includes a curatorial dimension, with periodic exhibitions on current affairs and contemporary creation. The inaugural exhibition, *Rehome*, will be on view from November 19th through December 27, 2020 at www.photential.art

About Potential

Potential is a bold global art platform whose DNA is to create an alternative and exciting way for photographers and multimedia artists to present their work to audiences worldwide. Potential creates cultural dialogues on the language of contemporary photography and multimedia art with curators and a strong advisory committee of key industry experts and academics. Potential's renowned curators discover talent from their home countries and use their credibility and resources to showcase and promote selected artists in both physical and digital exhibitions. Beyond international exhibitions and strong digital promotion, they aim to

create opportunities for artistic development through partnerships with leading brands, cultural institutions and foundations.