

For Immediate Release – January 20, 2011

EXPOSURE 2011, Calgary Banff Canmore Photography Festival Exhibitions at the Whyte Museum of the Canadian Rockies, and The Juniper Hotel

Banff, Alberta – Throughout the month of February, this annual festival is a celebration of Canadian and international photo-based work featuring exhibitions and educational events in Calgary, Canmore, and Banff. These exhibitions at the Whyte Museum of the Canadian Rockies and The Juniper Hotel are part of **EXPOSURE 2011**.

Marko Modic: Alchemy

February 5 – April 4, 2011

Main Gallery, Whyte Museum

Opening Reception and launch of Exposure 2011, February 5, 7 to 9 PM

Marko Modic is a photographer, painter, and visual artist from Ljubljana, Slovenia. Modic's enigmatic photographic works show an extreme sensibility towards perception and use of colors. He captures details of everyday objects or places and uncommonly presents them in isolation, neither in a context nor in perspective-evoking ambiguous interpretation and curiosity.

Modic has always been a person who wanted to "see," and for him "seeing" means to touch the extremes. From his understanding of the "soul" of places, unique paintings and a special photographic approach – the photographic montage – evolved. What he creates is a new spiritual space out of the layering of several photographs that act as a window to dream images.

Modic has exhibited his photomontages widely at home, in Italy, Ecuador, Argentina, and at the Barbican in London. This is his first exhibition in Canada.

"Marko Modic with his photographs, like a twentieth century alchemist with his experiments, uses light to transmute the elements of nature into a magical new form."

~ *Cynthia Lucy Stephens*

Through the Lens

February 5 – April 4, 2011

Main Gallery, Whyte Museum

Opening Reception and launch of Exposure 2011, February 5, 7 to 9 PM

In the 14th year of the Museum outreach program, *Through the Lens* continues to expand the influence of photography and the creative experience. The program immerses high school students in the creative process of traditional and digital photography, and encourages the participants to experiment and learn about themselves, their community, and the exciting medium of visual communication through photography.

Students from Banff Community High School, Canmore Collegiate High School, and Morley Community School are chosen each year to participate in this exciting program and exhibition. For a four-month

period the students are involved in field trips, darkroom demonstrations, critiques, portrait workshops, and presentations by exhibiting photographers.

To date over 650 students have participated in *Through the Lens*. In partnership with the Canadian Rockies Public Schools and the Morley Community School, we are working together towards mutual goals of learning, and developing creativity and self-esteem.

Through the Lens: A Stoney Perspective

Juniper Hotel, 1 Juniper Way and Mt. Norquay Road

February 4 – September 15, 2011

Opening Reception at Juniper Hotel, February 4, 9 – 10 PM

Through the Lens has been a Whyte Museum outreach program for 14 years. This exhibition is a selection of photography created by students from Morley that represent the Bearspaw, Chiniki, and Wesley Bands.

Related Events

Here We Are: Festival Photographers Showcase

Juniper Hotel, February 4, 7 – 9 PM, FREE

Join an intimate and informative evening of artists' presentations, celebrating the creative process. A selection of photographers and curators featured in Banff, Canmore, and Calgary throughout the EXPOSURE 2011 festival offer deeper insight into their exhibitions through images and words.

Opening Reception and Launch of EXPOSURE 2011

February 5, 7 to 9 PM, Whyte Museum, FREE

Guest photographer Marko Modic, student participants from *Through the Lens*, school representatives, Museum members, and the media, will attend.

Beyond Through the Lens: From Stills to Movies

February 17, 7 PM, Whyte Museum

\$2 admission, Members FREE

Enjoy the Bow Valley debut of nationally recognized films made by young local filmmakers and former *Through the Lens* participants Kevan Funk, Julia Hutchings, and Martin Lenes. Their short films have been screened at numerous prestigious film festivals, including Toronto, Montreal, Vancouver, and Whistler. These filmmakers will be in attendance to discuss their films, experiences, and successes since *Through the Lens*.

Sylvia Plachy: Dancing With Ghosts

February 20, 7 PM, Canmore Collegiate High School Theatre

1800 – 8 Avenue, Canmore

\$10 per ticket; limited seating. For tickets, call Craig Richards, 403.762.2291, ext. 308

Sylvia Plachy was born in Budapest and lives in New York City. Formerly a staff photographer for the *Village Voice*, she is now contributing photographer at *The New Yorker*. She will charm and inspire by showing some of her photography and telling the tales, jokes, and sorrows behind many of them.

Pat Morrow: Adventure Photographer
Wednesday, February 23, 1 – 2:30 PM, Whyte Museum
Included with Museum admission, Members FREE

A passionate advocate for wilderness preservation and social justice, Pat Morrow has enjoyed a 35-year career that defines adventure journalism. As a climber he forged challenging new routes, while his natural curiosity and keen storytelling sense took him not only to the top of the world as a member of Canada's first Mount Everest expedition in 1982, but also to be the first to climb the highest mountain on each continent.

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About the Whyte Museum of the Canadian Rockies

The Whyte Museum of the Canadian Rockies welcomes those who are drawn to the power and inspiration of these mountains. We are the gateway for experiencing and enjoying its art, culture and history in order to inspire and cultivate knowledge and the exchange of ideas. Visitors from near and far experience the Museum's galleries, programs, archives and library, heritage homes, museum shop, guided walks, tours and special events.

- 30 -

For more information about this exhibition, and the Whyte Museum of the Canadian Rockies, please contact:

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