



Gostujoča razstava, Muzej afriške umetnosti, Beograd
Itinerant Exhibition, Museum of African Art, Belgrade
8. december 2011 - 26. februar 2012
8 December 2011 - 26 February 2012

UREJENI PO AFRIŠKO:

FRIZERSKE IN BRIVSKE TABLE AFRIKE

STYLED IN AFRICA:

AFRICAN HAIRDRESSER AND BARBERSHOP SIGNS



Razstava Frizerske in brivske table Afrike, Muzej afriške umetnosti, Beograd, zanj Narcisa Knežević-Šijan. Kustodinja razstave in avtorica besedil Nataša Njegovanović Ristić. Razstava gostuje v Ljubljani v Slovenskem etnografskem muzeju, zanj dr. Bojana Rogelj Škafar. Sodelavci razstave v SEM: dr. Marko Freljh, kustos za afriške in ameriške zbirke, Nina Zdravič Polič, koordinatorka razstave. Oblikovanje Mojca Turk. Prevod David Limon.

The exhibition African Hairdresser and Barbershop Signs, Museum of African Art, Belgrade, represented by Narcisa Knežević-Šijan. Exhibition curator and author of texts Nataša Njegovanović Ristić. The exhibition is hosted in Ljubljana by the Slovene Ethnographic Museum, represented by dr. Bojana Rogelj Škafar. Exhibition collaborators at SEM: dr. Marko Freljh, Curator of the African and American Collections, Nina Zdravič Polič, exhibition coordinator. Design Mojca Turk. Translation David Limon.

Razstava predstavlja table iz Kameruna, Senegala in Centralnoafriške republike in fotografije, ki dokumentirajo table frizerjev in frizerk v Togu, Beninu in Gani od 70-ih let prejšnjega stoletja do danes. Je dokaz o spremembah, ki so značilne za moderno Afriko in njeno popularno umetniško sceno. Reklamne table vsebujejo vse vidike specifičnega popularnega žanra, pri čemer podobnosti in razlike odsevajo čas njihovega nastanka: osebne stile, modne trende in vplive iz tujine, ki hkrati razkrivajo tudi veliko spoštovanje tradicionalnih načinov česanja las, iz katerega izhajajo domala vse moderne pričeske. Podedovani ideali, ki se srečujejo in zlivajo z sodobnimi izrazi, v tem primeru z novimi, avtentičnimi stilizacijami in z uvoženimi stili, ustvarjajo harmonično simbiozo, ki se pri oblikovanju pričeske kot vizualnega okrasa glave kaže v različnih oblikah. Reklamne table so izdelali specializirani umetniki samouki, ki so vnaprej določene motive z barvami naslikali na leseno desko, vezano ploščo ali redkeje na kovinsko površino, večinoma z zelo izrazito uporabo čistih barv. Podobe v glavnem kažejo figuralne motive, ki simbolizirajo določene ugledne poklice, izdelke ali blagovne znamke. Poleg slik vsebujejo table tudi kombinacijo simbolnih in pisnih sporočil, značilno za afriške poslikane table. Ta se ni spremenila od začetka pojava te umetnosti, se je pa vedno prilagajala duhu časa.

Danes po vsej Afriki delujejo številni umetniki, ki so specializirani za poslikanje reklamnih tabel. Njihovi izdelki oglašujejo široko paleto produktov in storitev, od kinodvoran, restavracij, hotelov, diskotek, avtobusov, avtodelavnic, čevljarjev, krojačev, državnih, zdravstvenih in verskih ustanov do novih trendovskih pričesk.

The exhibition presents original signs or boards from Cameroon, Senegal and the Central African Republic, alongside photographs documenting barbershop and hair-saloon signs in Togo, Benin and Ghana, dating from the 1970-ies to the present day, and stands as testimony of change characteristic of modern Africa and its popular art scene. The advertising signs contain all aspects of a specific popular genre, with similarities and differences mirroring the times of their appearance – the stylistic signature, fashion trends and influences from abroad, at the same time revealing a strong respect for the traditional ways of combing hair – the starting point for almost all modern hairstyles. Inherited ideals that meet and merge with contemporary expressions, in this case, new and authentic stylizations and imported styles, create a harmonious symbiosis evident in varying formal designs in the context of elaborating hairstyles for the purpose of creating a visual embellishment of the head.

Advertising signs were made by specialised, self-taught artists, who used colours to paint previously determined motifs on wooden, plywood, or less commonly on metal surfaces, most often with the very expressive use of pure colours. The paintings mostly portrayed figure motifs which symbolised certain respectable professions, or certain products and brand names. Besides the pictorial, the boards also conveyed written messages and signs. This specific combination of symbol and written message which characterises African painted signs have not changed since the emergence of this art, except to the extent of corresponding to the spirit of the times.

Today there are a number of artists all over Africa who are specialized in the painting of advertising signs. Their work advertises a wide spectrum of products and professions – from movies, restaurants, hotels, discotheques, buses, car mechanics, cobblers, tailor shops, state, health and religious institutions to the new trendy hairstyles.