



P74 GALLERY

TADEJ POGAČAR - NAŠA ŽENA / OUR WOMAN

Monday, January 4, 2021 to Sunday, February 28, 2021

Tadej POGAČAR

Naša Žena / Our Woman, 2013

C-print, 42 x 29,7 cm, (50 x 36.5 cm framed), 30 pcs.

ed. 1/3 + 1 A.P.

In the work *Our Woman*, Tadej Pogačar presents a series of magazine covers from the popular Slovenian family and women's magazine, *Naša žena* (Our Woman). Regularly published for 80 years, it is in fact the oldest periodical of its kind in Slovenia. It was launched in 1941, as a "gazette for the working woman". Published by the Main Committee of the Women's Antifascist Front of Slovenia (a women's socio-political organization officially established in 1942), the magazine wished to actively include itself in the currents of societal events and to co-shape the image of the modern Slovenian woman. The work *Our Woman* with magazine covers from 1960 to 1970 deal with themes such as the media representation of women and the dominant ideology of the time, as well as the lifestyles and consumerism in Yugoslavia - at a time when the country's original version of self-management socialism was experiencing its peak of economic prosperity.

Tadej Pogačar (1960) is an artist, curator and educator born in Ljubljana, Slovenia. He studied art history, ethnology and fine art at the Faculty of Arts, University of Ljubljana, and graduated in painting from the Ljubljana Academy of Fine Arts, where he also completed his postgraduate studies (1990). Pogačar is the founder and director of the P.A.R.A.S.I.T.E. Museum of Contemporary Art, a virtual organization established in 1993. He is also the founder and managing director of the P.A.R.A.S.I.T.E. Institute (established in 1998), a nonprofit cultural institution that operates the P74 Centre and Gallery and the KAPSULA bookshop/project space. The P74 Gallery is the leading independent gallery for contemporary art in Ljubljana, Slovenia.

Pogačar has exhibited widely, most recently at the 11. São Paulo Architectural Bienial, São Paulo; Museum of Contemporary Art Montevideo, Uruguay; Galerie für



Zeitgenössische Kunst (GfZK), Leipzig (all 2017); Ed Ruscha, Books & Co., Gagosian, Beverly Hills, Los Angeles, USA (2016); György Kepes, The New Landscape at the Exhibition Research Centre, Liverpool John Moores University, Liverpool; Museum of Contemporary Art, Zagreb (2015); Moderna galerija, Ljubljana (2014 - retrospective); Museum of Modern and Contemporary Art, Casa Cavazzini, Udine; Espavisor Gallery, Valencia - with Mladen Stilinović (2014); PM Gallery / Ring Gallery, Zagreb (2013); the ZKM - Centre for Art and Media, Karlsruhe (2011-2012), as well as at biennials in Venice, São Paulo, Istanbul, Prague, Tirana, and at Manifesta 1 in Rotterdam. He has also had exhibitions at the San Francisco Art Institute (2007), the Stedelijk Museum (2004), the Central House of Artists in Moscow, and the Museo de Arte Carillo Gil in Mexico City. He has published several artist books: Home Stories (1999), Tales of Two Cities (2000), CODE:RED (Onestar Press, Paris, 2004), Twenty Palm Trees of Santa Cruz de Tenerife (2009), Twenty-Eight Cakes (2009), P.A.R.A.S.I.T.E. Public Sculpture (2010), Various (Small) Pieces of Trash (2010), Tito times Thirty (naked) (2010), OHO Reunion (4 performances and some razor blades), Nine Tanks (and some blank pages) of Brasil (2017), and most recently Naša žena / Our Woman (2018).

Contact:

Zavod P.A.R.A.S.I.T.E.

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Instagram: <https://www.instagram.com/p74gallery/>

Twitter: <https://twitter.com/p74gallery>

youtube:

<https://www.youtube.com/channel/UCFBtCgSl9JYpa5VD7ueplCQ>

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Naša Žena / Our Woman, 2013

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color print, 30 pcs.



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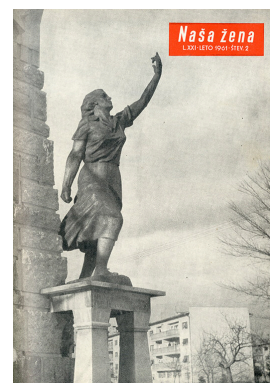
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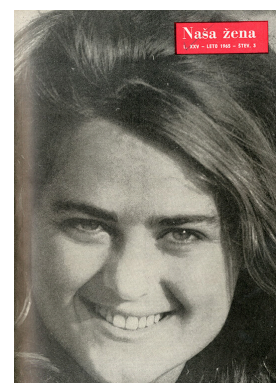
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