

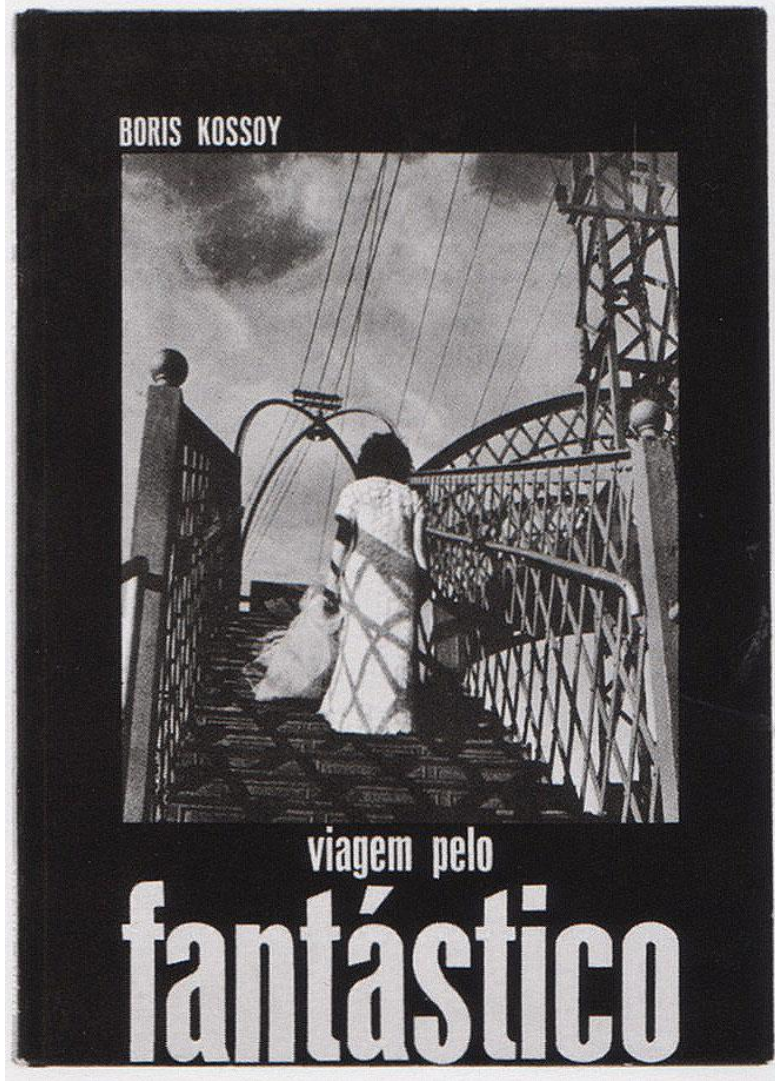
Intermediality in Latin American's photobooks: study of works called *Viagem pelo Fantástico*, *Amazônia* and *Retromundo*



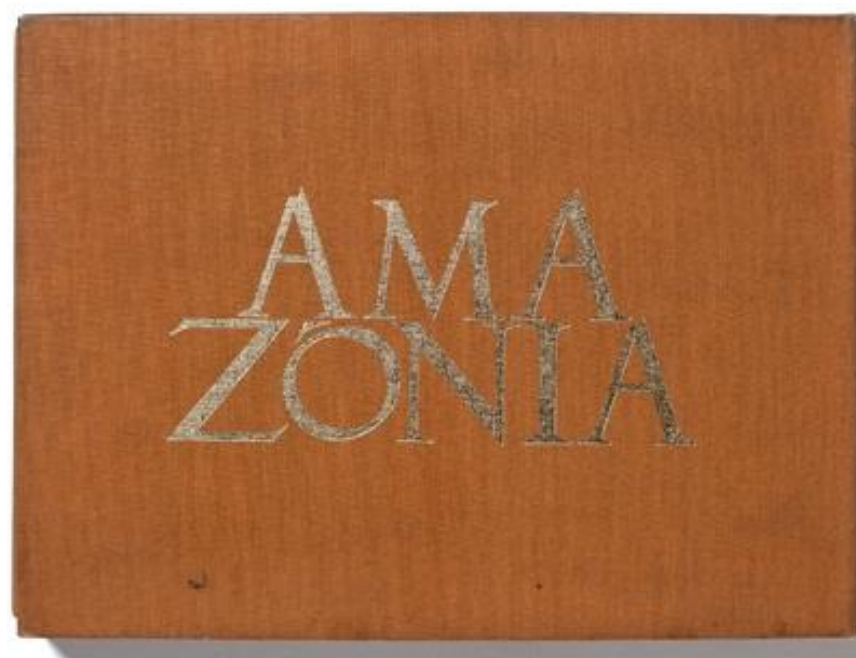
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The materiality of the holder object (book) and its mediation conditions introduces specific semiotic processes which are explored by the artist, for instance, when the binding trimming becomes an element of association of the images or when the vignettes of the photographs are used as pause markers in the reading/observation of the work.

Three Latin American's photobooks



Viagem pelo Fantástico - 1972
Boris Kossoy



Amazônia - 1978
Claudia Andujar and George Love



Retromundo - 1986
Paolo Gasparini

By establishing a relation or an association of several semiotic systems such as photography, graphic design, verbal system and typography, the photobooks constitute representative examples of intermediality. In the photobook, the photography is required to do the mediation not of the instant and the real, but of the duration and the fiction. Besides the material matching of book and photography, the analyzed works are examples of translations (literature as a substratum for photography), and references (evocation of cinema, theater, fine arts, architecture and so on). Although the photobooks were often used in Latin America during the last century, only recently they are under systematic investigation. Our research is mainly based on Rajewsky, Müller and Clüver's idea on intermedial relations.

This work describe and analyze how the material properties are converted into semiotic properties through relationships intermediality in the Latin American's photobooks.

Results

Intermedial Reference

Evocation or imitation of another media

Viagem pelo Fantástico

literature: realism fantastic

- creation of imaginary represented as a particular fact of everyday life
- hesitation, uncertainty about the destiny of the character recreates



cinema: film *noir*

- contrast between black and white
- subjective and psychological point of view
- dramatic shadows
- night locations
- to prioritizing urban and contemporary environment as settings

Media Combination

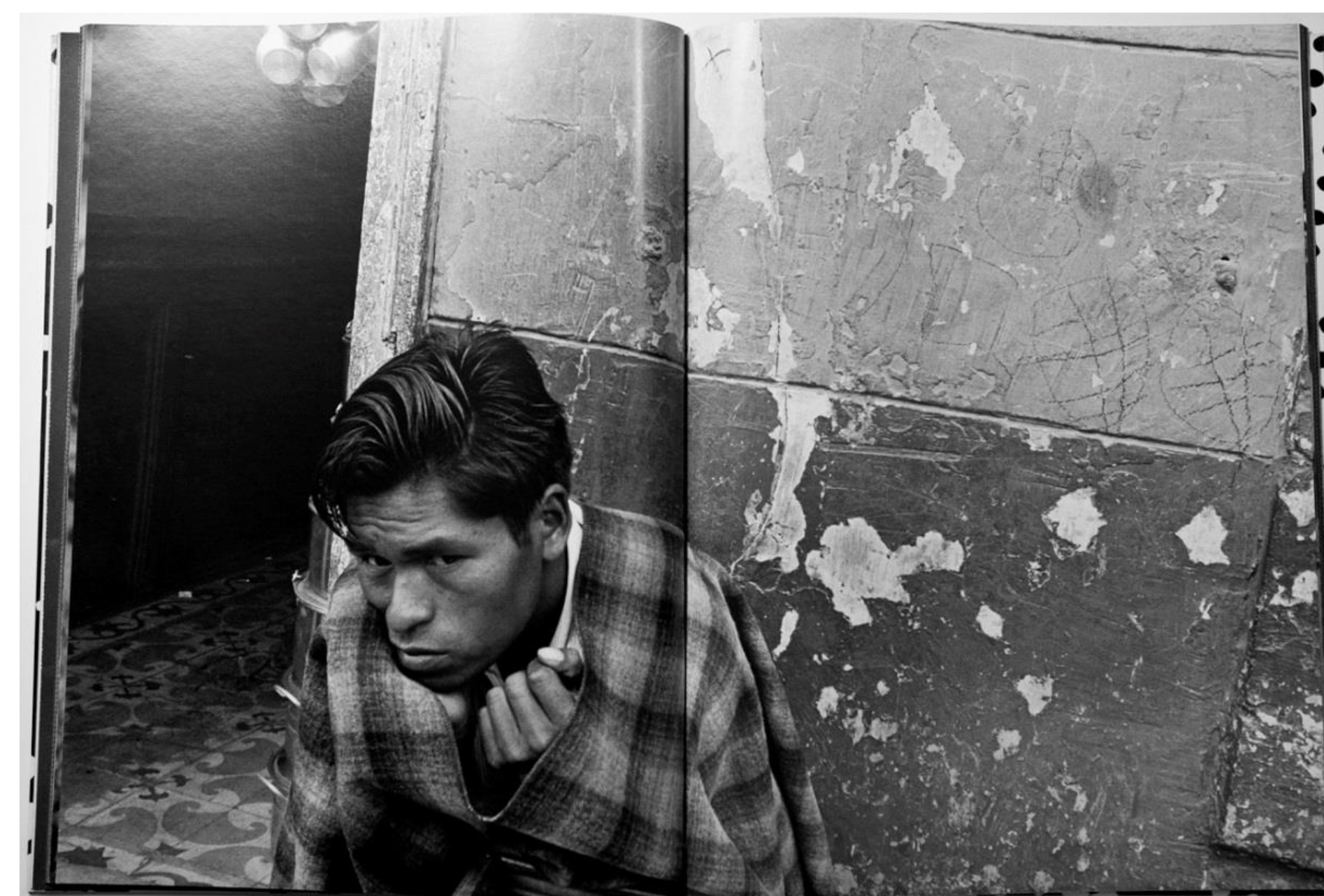
Appropriation of components and properties which are typical from a book

Retromundo



exploration of the duality between the pages:

- division between two pages represents the cultural dichotomies
- the semantic aspects of the image are similar to material division



diagramming:

- the images occupy the whole page: expanding the boundaries of the book as a support
- photographs printed in glossy paper: Latin America
- images are printed in matte photographic paper: Europe and the United States
- images of the United States and Europe are in the book ends

Amazônia

exploration of the duality between the pages:

- creating reflections in a mirror-like way with different images
- relationship between photographs presenting different versions of the same object
- presenting similar angles to different objects
- photographs which occupy the two pages are divided symmetrically
- creating contrast between visible and not visible

sequence of pages - "tempo" of manipulation:

- developing story with a beginning, middle and end



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