

no cliché Iceland

PHOTOGRAPHY BOOKS |
PASCAL GRECO
BY
STEPHANIE WHITE

This book of polaroids is published by Jane & Jeremy, a small independent publisher located in South London who produce hand-made limited-edition books. The polaroids are by Pascal Greco, a film-maker and photographer living in Geneva. His work (found at pascalgreco.com) includes the 2003 documentary *Swiss Fashion Design*, *Tokyo Streets* – a 2006 film about Tokyo's urban trends, the 2008 *Super 8*, a 'poetic and psychedelic' movie with an original soundtrack composed by Kid Chocolat, and a new film, *Nowhere*, coming at the end of 2014. His books, *Kyoshu*, *Nostalgie du Pays* (Infolio, 2007), *Seoul Shanghai Tokyo* (Idpure, 2010) and *Ratrak* (Verlhac, 2012) cover the complexity of modernity and dereliction, daily life and the concomitant mysteries of night life.



Pascal Greco

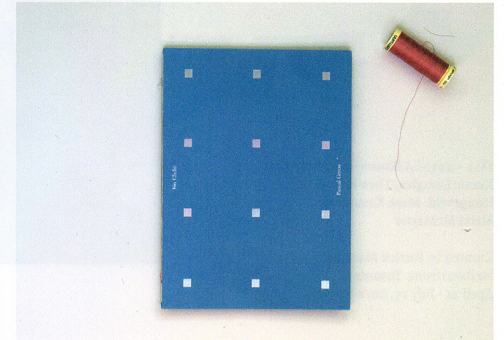
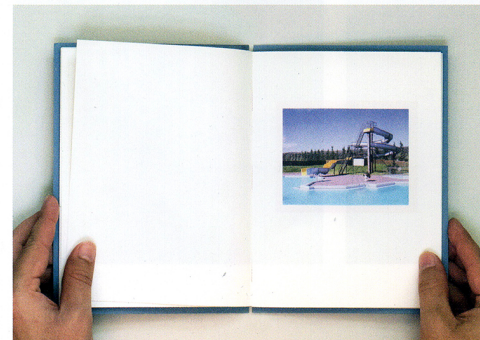
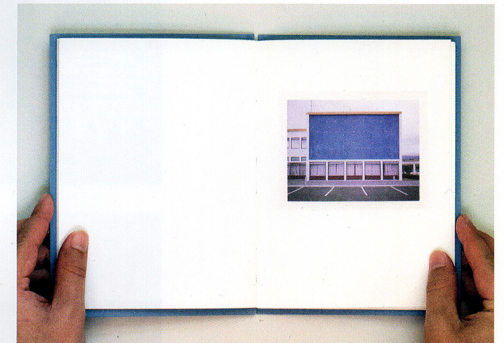
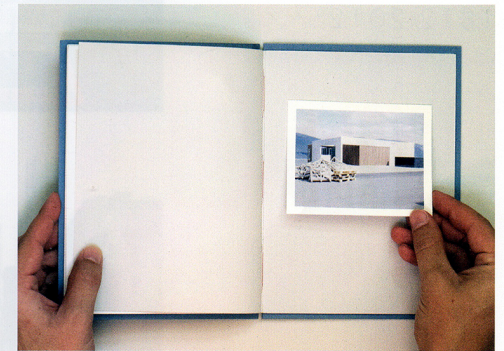
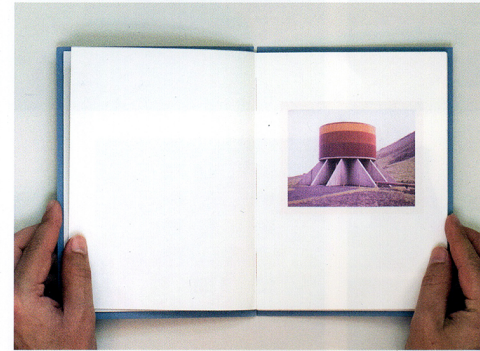
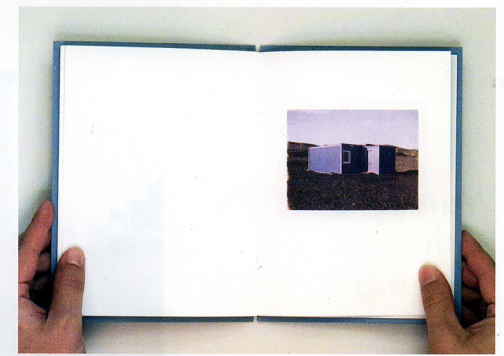
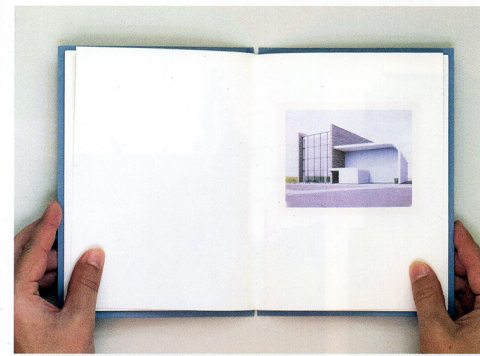
Not at all complex, *No Cliché* is a collection of polaroids of utter banality that forces us to see so many other images that purport to document 'place' as hyperbolic as fashion, as bad poetry, as nastily in the service of branding as a tourist ad. This is not the Iceland of the hot springs, the volcanoes, the lichens and ponies; nor is this Roni Horn's Iceland. But it is Iceland.

The perversely hand-made artisanal book, foil-stamped, cloth-wrapped, hard-covered with tipped-in prints, sewn in signatures on crusty paper — the sheer contrast to bleached polaroids of indifferent buildings and water towers could not be greater.

Everything about the media landscape of today, overburdened by glamorous manipulated imagery disseminated the cheapest way possible, is countered by this project. □



Jane & Jeremy



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