



Penelope Umbrico: 'For Sale' / TVs From Craigslist', 2008, courtesy LMAX Projects, NY

Martin Parr

One of the pleasures of attending photography festivals is that it gives us a chance to discover new photographers and artists. Having just returned from the first New York Photo Festival, my personal discovery was Penelope Umbrico who was selected by Lesley Martin for her show entitled *The Ubiquitous Image*.

Umbrico finds images from different sources on the internet like Flickr or Craigslist and e-catalogues and then orchestrates the found images into projects. One such raid was a work entitled 'For Sale' / TVs from Craigslist'. For this piece she copied the home-made still lives of TVs for sale, all featuring the reflection of the flash on the TV screen.

These are then blown up to the TV's real life size and framed, and hang together.

The cumulative effect of all this is quite wonderful. The gadgets that pump a constant stream of images into houses all look redundant, almost sad. They are entirely transformed by Umbrico's actions. Quite what this means is up to the viewer to try to work out, and all of

which becomes part of the method and is why this work is so engaging.

Umbrico adds a further conceptual twist by offering to sell her images, at the correct television size, and the first image of each TV is available to buy at the same price as the TV was listed on Craigslist.

The buyer has the job of working all this out and contacting her dealer to see if the TV is available. The prices range from \$1 to \$400. +

*Martin Parr is a world-famous photographer. Several books have been published of his work. Besides a photographer Parr is curator of numerous photography exhibitions and an important collector of photobooks. He received widespread acclaim for the book *The Photobook: A History - vol 1 & 2* which was co-edited by Gerry Badger. In recent years, he has developed an interest in film-making, and has started to use his photography within different conventions, such as fashion and advertising. Martin Parr is a member of the MAGNUM photo agency since 1994.*