Tales-on and Bristot present

*Distance*   
Five young Ethiopian photographers respond to the theme of distance

Curated by Marco Milan with the support of Aida Muluneh   
In collaboration with Addis Foto Fest

**Addis Ababa**,**Ethiopia**, **c/o Addis Foto Fest**, from December 15th to 20th 2016   
**Venice**, Scoletta Battioro, campo San Stae, from December 16th  2016 to January 8th 2017

Opening: December 15th  2016 at 5.30pm

Five young photographers tell the story of their native land, Ethiopia, through their lenses. With the focus on a theme, which prompts both themselves and the viewer to challenge calculative, conventional and stereotypical notions of **distance**. These are the fundamental factors behind ***Distance***, a new project by **Tales-on**, an artistic platform supported by **Caffè Bristot**. The project was conceived and curated by **Marco Milan** in order to establish a connection with active, contemporary artists in the countries where Bristot coffee is produced.

*Distance* has been produced in partnership with **Addis Foto Fest**, the first international photography festival to be held in Ethiopia, of which the fourth edition will be held in Addis Ababa from the 15th until the 20th of December 2016, with thanks to it’s director, founder and herself an internationally famous Ethiopian photographer, **Aida Muluneh**.

Muluneh e Milan have invited **five young Ethiopian photographers** to participate in the project, each of whom are working individually in Addis Ababa on the realisation of an original photographic project, responding to the theme of distance, through 30 shots. The photographers involved are Haymanot Honelegn Assefa (1993), Hilina Mekonen Tesfaw (1988), Mahader Haileselassie Tadese (1990), Netsanet Fekadu (1988) and  Luna Solomon (1993).

These images together with video interviews with the artists will be the protagonists of **a twin exhibition**: in **Addis Ababa**, as a collateral event to the Addis Foto Fest (from December 15th - 20th 2016) and in **Venice**, at Scoletta Battioro in campo San Stae (from December 16th 2016 until January 8th 2017; opening on December 15th 2016 at 5.30pm). The project will continue with the production of an **artist’s book** (500 copies) which will be principally donated to cultural institutions and opinion leaders worldwide, as part of an action of **concrete support** towards the development of research and artistic production in Addis Ababa.

**Aida Muluneh**,  After living the most part of her life in Canada, Muluneh returned to Addis Ababa 10 years ago in order to promote and support young Ethiopian artists, together with her charisma and experience she has collaborated with Milan in the selection of the five young photographers, with the aim of encouraging each of them to express themselves with both freedom and sincerity, distinctively as women in an moment of unrest in their own country. *I try to teach young photographers the importance of their valuable role, they are the testimony of our time and it is through their work that we will be able to document and create an archive of the current changes* - Muluneh explains - *photography is a tool, a culture producing mean, not only for portraiture and weddings, this is the perception which I seek to change*.

After *About the Error / Sobra el Error* (2015), the platform’s first experience which was developed in Columbia, Tales-on arrives in Africa, another of **Caffè Bristot**’s primary supplying countries, to give life to another operation of **social restitution**, **via art and culture**, setting out with guiding theme. Caffe Bristot is among the leading coffee brands in Italia and worldwide.

*From a formal point of view, distance is a measurement, the result of a process which in order to be determined abides by conventions, instruments and calculations. However not all distances are measurable or necessarily quantifiable* - explains **Marco Milan** - *this is how distance can become a cultural act, a way of highlighting personal and social baggage born in a certain territory and out of specific experiences, a blend of physicality, thought and perception where, starting from diversely related components, concepts of diversity and differences creep in.*

The theme of distance, and it’s vast space is made evident by the variety of approaches chosen by the photographers to confront the topic: from the concept of time and distance between generations to the notion of depression as the distance between the interior and the exterior self and then the physical space of urban distance between the centre and the suburbs.

**Caffè Bristot**   
Is Procaffé SpA’s most important brand, one of the leading Italian coffee companies and in many countries worldwide for the espresso market. Procaffé SpA is a historic company which has assumed a first class role in the development of the Italian coffee industry, Procaffé SpA was founded in 1919 in Belluno, amongst the splendid Dolomite mountains, where until today the headquarters are based.  Today the owner of the company is from WEDL & Hofmann GmbH, an internally renowned group in the food industry.

**Marco Milan**

Born in Venice in 1972, Milan lives and works between Brussels and Italy where he founded, with Nora Zanella, the cultural platform Fondation Dire. He combined his technical training in humanistic and artistic studies both in Italy and abroad. He is an avid supporter of creativity as a social act and is passionate about geopolitics, dividing his research between art and terrritory. His working background begins with design via the reflection on the relationship between the product itself and artistic intervention. Over the past few years he has dedicated his time to the authorial curation of a series of artistic books sponsored by Campari and published by Editalia – Poligrafico Zecca dello Stato, which have focused their content on young contemporary authors from the Middle East, the object of which, amongst others, some installations at the Campari Gallery in Sesto San Giovanni, at the Triannual in Milan and the Italian institute of Culture from Beirut.  From occasional collaborations with the Turkish and Lebanese Pavilions in previous Art Biannual in Venice, to collaborations with the editorial group Antigua to the realisation and curation of the project CONSTRUCTION/ DECONSTRUCTION/ RECONSTRUCTION, a project aimed at reflecting and operating upon urban realities and their humanizing process, that has been hosted in museums such as the Quartier Museum in Vienna. For the last three years he has dedicated his time fully to the development of the Tales-on platform which was created with the scope of encouraging an intercultural dialogue and the production of content in an artistic, anthropological and social environment, through the publication of books and the creation of exhibitions and installations in the different continents.

**Aida Muluneh**

Born in Ethiopia in 1974, she left the country as a young girl and grew up between Yemen, Cyprus and Canada. In 2000 she graduated from Howard University in Washington with a degree in Communication and she wrote her thesis on cinema. She worked as a photo reporter at the Washington Post and has collaborated with many other newspapers. In 2004 the Smithsonian Institute, National Museum of African Art acquired one of their pieces of work for their permanent collection. In 2007 she won the European Union Prize at the Rencontres Africaines de la Photographie in Bamako, Mali and in 2010 the CRAF International Award of Photography a Spilimbergo. She is the founder and director of the first international festival of photography in Ethiopia, L’Addis Foto Fest, and she created Fana Wogi, an annual open call supporting emerging contemporary artists in Ethiopia. Since 2006 she has been living and working in Addis Ababa, where she continues to curate and develop cultural projects both locally and internationally.

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