

# BERNARDAUD

## CAMERA OBSCURA

By Magdalena Gerber

*"I met Magdalena Gerber during the exhibition of "Petits bouleversements au centre de la table (Small upheavals at the center of the table)" organized by the Bernardaud Foundation in 2008. Her work is stirring and her ambiguity poses the question: is it the beginning of a table service or a set of decorative plates? I then wanted her to have a place in our collections so that the debate could remain open. The images, purposefully blurred like those taken by paparazzi from a distance, are derived from video clips that the artist reworked. "*

**Michel Bernardaud**

"The collection Camera Obscura represents for me a logical follow-up to my work Tellerstories of unique plates with digital impressions of video images. The limited edition realized with Bernardaud permits me to give a new aspect to this project and to open it to the public at large. Are we not travelers in a search of stories?

The table, it is well known, is a setting for fruitful exchange and conviviality. With this work of images on plates I lay out a landscape that adorns the table and invites the guests to share their stories and to transform the meal into a feast of shared exchanges. Through captured video I explore the space, sometimes strange, between the ordinary and the extraordinary. Here, barely visible characters are crossing the street quickly under the rain, and there passing on a bicycle, and so forth. Called to be the witnesses of scenes from daily life we tranquil viewers are thus tickled by this blurred intimacy and furtive movement. To print these scenes of urban life in the hollow of porcelain (sic plates) represents for me a concept of the contemporary table.

Like the camera obscura technique that projects the inverted image of an object onto the wall of a dark room or chamber, I allow a slice of modern life to enter into homes. To affix an ephemeral image onto such a noble material as porcelain was of particular interest to me because of its durability."

**Magdalena Gerber**

### **Box set of 6 dinner plates**

Number 30

Le promeneur (The Stroller)

Phares (Headlights)

La Mobylette (The Moped)

Pluie (Rain)

Couple

Limited edition of 1000.

Public Prize 348€

MAGDALENA GERBER,

Swiss, born in 1966, works in Geneva as a plastic-ceramic artist, has a Master of Arts in Art/Design and Innovation (Basel University of Art and Design, 2006) and lectures at Geneva University of Art and Design. She has taught on the REAL postgraduate course in ceramics and polymers since 2007.

She also gives classes on materials and methodology in the Design, Fashion and Jewellery and Interior Architecture sections.

Her artistic research is based on two main themes :

- The relation between the ceramic object and the image, imagination and reality.

She examines her status and her role as a catalyst for the exchange of stories during encounters.

- Experimental research giving rise to porcelain sculptures, questioning the emergence of random forms and their relation to space. Ceramics gives her the opportunity to invent new forms and textures continually. She is passionate about the infinite possibilities of this material which enables her to create objects and sculptures at the limits of the possible, often associating it with other materials, such as textiles, fur or latex.

She has created a work from images of children on a ceramic support for a school playground for the City of Geneva (2006-07) and has exhibited in several international institutions (Museum of Design, Zurich, Ariana Museum, Geneva, Musée Royal de Mariemont, Belgium, Berbardaud Foundation, Limoges and the Rath Museum, Geneva).

[www.magdalenagerber.ch](http://www.magdalenagerber.ch)





BERNARDAUD  
PARIS

CAMERA OSCURA  
de  
*Magdalena Jezew*

"Couple"

N° 1/1000



BERNARDAUD  
FRANCE

CAMERA OBSCURA  
de  
*Magdalena Jezew*

"La Mobylette"

N° 1/1000



BERNARDAUD  
FRANCE

CAMERA OSCURA  
de  
*Magdalena Jezew*

"Le promeneur"

N° 1/1000



BERNARDAUD  
PARIS

CAMERA OBSCURA  
de  
*Madalena Rebelo*

"Numéro 30"

N° 1/1000



BERNARDAUD  
FRANCE

CAMERA OSCURA  
de  
*Magdalena Jetel*

"Phares"

N° 1/1000



BERNARDAUD  
PARIS

CAMERA OSCURA  
de  
*Magdalena Jezew*

"Pluie"

N° 1/1000