

PRESS RELEASE

AMERICA AMERICA

PHOTOGRAPHY EXHIBITION FROM THE DIGITAL ARCHIVE OF THE NEW YORK PUBLIC LIBRARY

UNDER THE PATRONAGE OF THE US CONSULATE GENERAL MILAN

December 1-2-3, Expowall gallery | Opening December 1st 6pm



Milan, 2016 Nov. 22nd – **With the exhibition *America America*, Expowall celebrates the first year of its activity and pays tribute to the New York Public Library and the extraordinary new initiative to extend access to its digital archive.** NYPL has already published more than 275,000 photographs, continuing to expand this online archive every day. These pictures can be downloaded in hires and for free: *"Everyone has the freedom to enjoy and reuse these materials in almost limitless ways..."*.

The project of the NYPL is a true anthem to freedom, to transparency, to the culture of the image and to the history of the United States. After a process lasting over three months, Expowall has selected some of these photographs and had them re-printed by renowned printer Mario Govino on fine art paper. The images will then be exhibited and sold in the gallery at a symbolic price endorsed by NYPL, to cover printing costs. For Expowall, this project has a special symbolic value. First of all, **to honor the NYPL policy**, secondly **to underscore the importance of photographs and of memories** and third **to start up your very own, new photographic collection without major investment. Because everybody can collect art.**

The Expowall selection (made by Pamela Campaner, Alberto Meomartini and Christiane Bürklein) makes it possible to enjoy and to collect the works of artists like Berenice Abbott, Dorothea Lange, Gordon Parks, Walker Evans, Marion Post Wollcott and other big names in photography who have often been asked – and this is something we want to stress – by government authorities to create a narrative of living conditions in the US in total freedom. Not just to chronicle the state of the art, especially in the countryside, but setting the scene for onsite measures.

The NYPL is a major American cultural institution and is financed by public funds and private contributions. More than 17 million people visit it every year, while online hits are far in excess of the hundreds of millions mark. The New York Public Library owns more than 51 million documents, including the original letter of Christopher Columbus from 1493 where he announces the discovery of the New World, the original text of the farewell address by George Washington through to John Coltrane's handwritten musical score of *Lover Man*.

The opening of the exhibition under the patronage of the US Consulate General Milan will take place at 6 pm on December 1, at Expowall Gallery in Via Curtatone 4 Milan, attended by Ambassador Philip T. Reeker, the United States Consul General in Milan.

For more info:

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