

ANDREONI_FORTUGNO 2005

IMHO

Luca Andreoni and Antonio Fortugno
IMHO – Election campaign, 2005

IMHO // abbrev. [abbreviation for `In My Humble Opinion']

Also seen in variant forms such as IMNSHO (In My Not-So-Humble Opinion) and IMAO (In My Arrogant Opinion).

A shorthand appended to a comment written in an online forum, IMHO indicates that the writer is aware that they are expressing a debatable view, probably on a subject already under discussion. One of many such shorthands in common use online, especially in discussion forums.

Made during the political campaign in May/June 2004, the work shows faces of politicians - usually not very popular - shooting their political propaganda posters.

A great part of Italian political communication is almost exclusively based on showing the face of our politicians, as it could be a warranty of seriousness and reliability. Politicians (from the top leaders to the less important ones) show their faces, with results that are often devastating - caused by their physical look and by their use of photography, poor and extreme at the same time.

Our work tries to consider how portrait photography can be used in a rhetorical way and how is our present political communication.

Details

Title: IMHO

Artist: Luca Andreoni and Antonio Fortugno

Work Date: 2005

Materials: C-prints

Size/edition: 16 photographs

- cm 75 x 50, edition 5 + 1 ap











