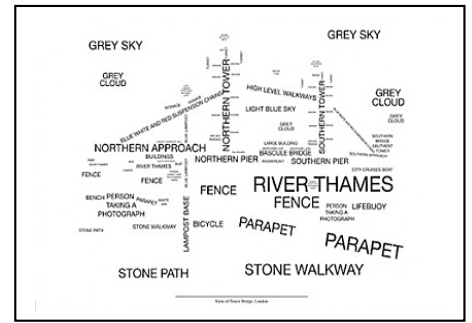


ALBERTO DUMAN  
<http://www.albertoduman.me.uk/>



PROJECT SHEET:

## LONDON POSTCARDS

A series of 5 silkscreen prints  
Edition of 50. Size 70cmx100cm.

'LONDON POSTCARDS' introduces us to a different perspective on some of London's most well known architectural 'landmarks' past and present.

Five conventional, 'postcard style' views of these iconic structures of London have been subjected to a process of textual substitution, maintaining the spatial structure of the photographic image, but remapping each one of its constituent element with a textual, deadpan description of itself.

Such acts of ambivalent iconoclasm, -partly resisting, partly reconfirming the power of the iconic image of the city- deprive us of the photographic image and return to us an interpretative 'english international' chart through which a subjective reading of its source can be enacted at will.

Stripping the image back to its elemental description or function in space means also to demystify landmark architecture of its very function; that of being both a beacon and a decoy for the rest of its urban surrounding.

In the revisited hierarchy of space that such process produces, the urban landscape becomes a composite aggregate of textual elements where the viewer can manipulate the resulting narrative at his/her own will.

Alberto Duman © 2008

All prints in the series are exclusively represented by England & Co. Gallery  
[http://www.englishgallery.com/artist\\_group.php?mainId=61&media=Prints](http://www.englishgallery.com/artist_group.php?mainId=61&media=Prints)