



MARKET  
PHOTO  
WORKSHOP



The Market Photo Workshop and  
Fabrica are proud to present an

## Exhibition and Presentation

### COLORS MAGAZINE | MONEY

*Exploring Magazine Form, Concept and Design*

Thursday, 24 APRIL 2008, 6pm

The Photo Workshop Gallery

Market Photo Workshop

*"We hold it in our hands, drop it into someone else's or stuff it into our pockets. We spend more time with it than we realize, yet we treat it like a stranger. We can't do without it, but we never stop to ask ourselves what it means, where it comes from or where its going."*

The Photo Workshop is particularly interested in the development of photography and the process of image making. We believe that South Africa is at a critical stage in the development of the visual arts and welcome the opportunity to stimulate a debate around strategies of image making and the beginnings of a critical understanding of this process. Colors magazine has a history of exploring the medium in a critical manner with a sometimes controversial editorial approach. The Photo Workshop hopes that this collaboration will further the ongoing debate around this development.

Colors magazine is an international magazine celebrated for its inventive approach to photography, design and creative writing, the editorial team -including Benjamin Joffe-Walt (Editor) and Mauro Bedoni (Photo Editor) will open an exhibition highlighting the magazine's latest issue on money as imagined, and deliver a lecture on the diverse approaches to magazine form, concept and design. Sponsored by the Market Photo Workshop and Fabrica, the communication research centre where COLORS is produced, the event is intended to provide insight into the creation, formation and editing of a concept-based magazine.

The editorial team will also be conducting a workshop with students of the Photo Workshop.

#### About Colors Magazine:

A quarterly magazine sold in over 40 countries and published in four languages, was established in 1991 under the leadership of Tibor Kalman and Oliviero Toscani. Using conceptual design, visual language, and creative writing, COLORS' themes range between the serious, such as ecology, violence, monoculture and HIV to the outright frivolous, such as shopping, fashion, and toys. COLORS has been described as one of the 51 best magazines of all times (Good Magazine), one of the trendiest cultural magazines on the world scene (La Vanguardia) and was recently featured in Inside the great magazines, a trilogy exploring the influence of magazines on our social, political and cultural identities.  
[www.colors magazine.com](http://www.colors magazine.com)

**Benjamin Joffe-Walt**, an editor of Colors, has written for the Economist and BBC and served as a foreign correspondent for both the Guardian and Sunday Telegraph. He was awarded Africa Print Journalist of the Year by CNN in 2005 and Young Journalist of the Year by the British Foreign Press Association in 2004. His work has appeared in the Sunday Independent, Star, Cape Times, Noseweek, ThisDay and the Mail & Guardian.

**Mauro Bedoni**, photo editor of Colors, has produced many multimedia communication campaigns for various institutions. As a photojournalist he worked for various Italian photo agencies and his work has been shown as the Perpignan FestivalOff. Prior to joining Colors Magazine in 2007, he served as video editor for RAINews24, the Italian National TV Broadcasting Service.

#### About the Market Photo Workshop:

The Market Photo Workshop was established in the late eighties to support aspiring photographers who were excluded from mainstream photography schools, and those in neglected and marginalized parts of our society. It has since expanded into a renowned photographic resource centre, with many of its graduates working in the local media. Through comprehensive courses and outreach programmes and by engaging photographers, visual artists, educators, students and the broader community, the Photo Workshop plays an integral role in the training of informed and skilled witnesses to South African culture and society.

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