

Łukasz P. Wojciechowski

To placard Transparent



“For Decent Slovakia” gathering on March 9, 2018. One of the most interesting par excellence placard was made of a semi-transparent foil and contained the word Transparent [in slovak language also meaning “placard”]. We can approach this creation as an ironic oxymoron or redundancy of meaning, but also as a certain interpretive parallel to René Magritte’s image “Ceci n’est pas une pipe” or as an example of conceptual art that perfects the issue of representation by Joseph Kosuth “One and Three Chairs” consisting of a wooden folding chair, mounted photo of a chair and a photographic enlargement of the dictionary definition of “chair”. Of course, we can understand this message less ambivalently, interpreting it much more prosaically, not only as author’s recession or sarcasm, but in a sense of desired transparency of investigation. It refers to the fact that the transparency of murder investigation presented by current government structures in media is a simulacrum. However, the death isn’t.

**In Memoriam Janko Kuciak
and Martinka Kušnírová**

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2018. “To placard transparent”

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Profile of the author

Dr. Wojciechowski deals with issues of necromarketing, semiotics, guerrilla marketing, history of cinema and photography. He has practical experience in film production as a photographer. He graduated from the Institute of Literary and Artistic Communication of Constantine the Philosopher University in Nitra and the Institute of Creative Photography of the Silesian University in Opava. He is currently a lecturer at the University of Ss. Cyril and Methodius in Trnava. He has won several awards such as photographic Grand-Prix (theater photography). He has had over 20 exhibitions and he has published photography in media and movie posters.