

Monika Stacho

Ten Years of Flowing Reality

Picture - Flow of Realities - 10 Years of the Ľudovít Hlaváč Gallery

The Department of Artistic Communication at the Faculty of Mass Media Communication at the University of Ss. Cyril and Methodius in Trnava celebrates the tenth anniversary of the establishment of the school gallery with five exhibitions and the publishing of a complex publication under the title *Image - the flow of realities - 10 years Gallery of Ľudovít Hlaváč*¹.

The gallery is located on the school premises at Skladová street no. 3 in Trnava, and it is named characteristically after the historiographer of Slovak photography Ľudovít Hlaváč, the founder of the first photographic gallery Profil, in Bratislava.

The authors of the retrospective publication and, at the same time, the pedagogical team under leader Jozef Sedlák founded this institutionalized

communication space for presenting students, doctoral students, graduates, teachers, and workshops and for partner universities. During the decade, the gallery covered fifty collective and author's exhibitions at its premises, outside or online. The cultivated exhibition space required much effort with low-budget financing to "support and lead a creative dialogue between students and teachers"² and, at the same time, help them directly in the educational process to develop the post-production part of their visual and photographic outputs.

The research goals of the exhibitions and dramaturgy of the gallery support the inner thinking of young individuals - students in connection with the collective and cultural memory. The authors also confirm the same idea in their study: "It represents the significant progress of a young person when they are trying and are interested in expressing their

opinion on social issues in any way"³. The anchoring of the gallery within the pedagogical process expands students' critical thinking, soft skills, and awareness, and presents a unique, "crazy story of photography and euphoria"⁴ by Barthes in cooperation with Bergson's "path of creation"⁵, which constantly continues, as Sedlák notes in the introduction of the book. With his colleagues and curators, he has created a gallery with a wide range of genres - artistic, documentary, conceptual, and story-based, which follows current societal topics in the medium of photography.

The publication examines these premises and summarizes their relationships in the constitution of the content. The first five chapters - the first half of the book, under

the titles Reconstruction No. 1-5, present studies on a selection of exhibited works from five exhibitions for the anniversary, which had taken place from May to December 2021. Each is a reconstruction of events or visual mapping, stories, public or environmental space, stylized, cultural, advertising genres, or photo-documentary. This wide range of possibilities of the photographic medium was made possible by three leading studios: *Studio of applied photography*, *Studio of communication in the medium of photography*, and *Studio of visual culture*. Therefore, the visual content is rich and sensitively selected to present its most comprehensive beauty. The book's second half includes chronological documentation of curatorial texts and invitation cards from the archive during the gallery's more than 10-year existence.

Theoretical studies in both parts complement the visual side of the published key photographs; they analyze and explore the philosophy of the curatorial themes closely connected with current topic of "today". Essentially, they summarize what has happened in society over the last decade and contribute to its

understanding. They are excellent to read as a diary that talks about the most important landmarks of today, about the *flowing realities* in us, as the title of the fourth exhibition and the title of the book also suggest.

What can be most appreciated is the collaboration of the authors - Jozef Sedlák with Petra Cepková, Peter Lančarič, Eva Jonisová, and Kristián Pribila, on such a comprehensive book, required a collective effort. Such cooperation is reminiscent of the principle of John Nash, the Nobel Prize winner in 1994, known as the "Nash Equilibrium"⁶, about the conscious change of strategy of all players, which is the only one that leads to mutual benefit. In short, the best result can be obtained if all players pursue a common goal, not their own. In addition, it is natural that this co-work is transferred to a creative discourse with students and thus can create a strong education community.

The book remains an inspiration for the founding of galleries at universities to better understand today's world, and I wish that the Ľudovít Hlaváč Gallery can continue its story as a *flowing reality* in the future.

Bibliography

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Reviewed Book

SEDLÁK, J.: *Obraz - prelievanie realít - 10 rokov Galérie Ľudovíta Hlaváča*. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2022. ISBN: 978-80-5720229-5.

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¹ Hlaváč, Ľudovít. [online]. [2022-10-15]. Available at: <<http://worldcat.org/identities/lccn-n83006550/>>.

² SEDLÁK, J.: *Obraz - prelievanie realít - 10 rokov Galérie Ľudovíta Hlaváča*. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2022, p. 7.

³ SEDLÁK, J., LANČARIČ, P., JONISOVÁ, E.: *The Issue of Gallery as a Public and School Space*. In *European Journal of Media, Art & Photography*, 2022, Vol. 10, No. 1, p. 56.

⁴ SEDLÁK, J.: *Obraz - prelievanie realít - 10 rokov Galérie Ľudovíta Hlaváča*. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2022, p. 7.

⁵ SEDLÁK, J.: *Obraz - prelievanie realít - 10 rokov Galérie Ľudovíta Hlaváča*. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2022, p. 7.

⁶ OSBORNE, M. J., RUBINSTEIN, A.: *A Course in Game Theory*. Cambridge, MA : MIT, 1994, p. 14.

