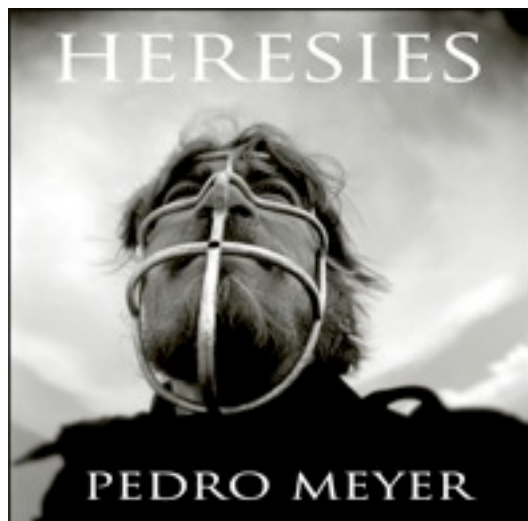


## Pedro Meyer's Heresies: A Retrospective

Pedro Meyer's Heresies is a retrospective comprising four decades of groundbreaking work by one of the world's most innovative photographers. **The Heresies Exhibition opens simultaneously in 60 museums worldwide in October 2008.**

Mexican photographer Pedro Meyer is as renowned for his powerful and provocative photographs as he is for his pioneering work with digital imaging. Meyer's photographs consistently test the limits of truth, fiction and reality. With the advent of digital photography in the early 1990s, Meyer evolved from a documentary photographer who created so-called "straight photographs" into a digital-documentarian who often combines photographic elements from disparate times and places to arrive at a different or higher truth.

Meyer's oft-expressed contention that all photographs — digitally manipulated or not — are equally "true" and "untrue" has been labeled "heretical" in the orthodox documentary photography community.



**Hence the title Heresies.**

Meyer's personal innovations in the field of digital photography include creating the first CD-ROM to combine sound and images, creating the first digital prints ever made and in 1994, creating his renowned online photography forum, [www.zonezero.com](http://www.zonezero.com) - the most-visited digital photography content site on the web. In

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addition to these artistic and technical contributions, Meyer's trailblazing work on behalf of Latin American photographers, beginning with his establishment of the Mexican Council of Photography in the late 1970s, effectively organized and elevated photography as an art form across an entire continent.

With Heresies, Meyer casts his visionary gaze toward the concept of museum-based photography exhibits. What are they now? What can they be in the future? In an era of financial constraint and basic redefinition of the museum's role, Meyer's new... and heretical... paradigm for photography exhibits facilitates:



- collaborative creativity between curator and artist
- worldwide networking amongst the 60 museums participating in the Heresies program
- enhanced research and collection-building capacity for museums
- compelling educational programs that appeal to the iPod generation

## Educational Program

It has always been important to Pedro Meyer that there are forums to reflect and to learn about important cultural phenomena such as photography, that there are

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discussions regarding the medium and its technological advances and that there is an exchange of ideas that helps to understand and to make a better use of photography in our current world.

Mariana Gruener, Mexican photographer and teacher, has prepared an educational program that serves as a starting point for all the participant institutions in the Heresies exhibition. The extensive educational program will contribute, by means of conferences, round tables and workshops, to the analysis of photography from the perspective of its constant technological development and social impact.

## Heresies Comes to Pakistan

In October 2008, 60 museums around the world will launch Pedro Meyer's Heresies exhibition. **PeaceNiche / The Second Floor has been selected as the participating organization from Pakistan and we are proud to be a part of this ground-breaking initiative. Heresies launches at T2F on Tuesday, October 21st 2008.**

A list of all participating museums can be viewed here:  
[http://www.pedromeyer.com/museums\\_list/museums.html](http://www.pedromeyer.com/museums_list/museums.html)

The Heresies Exhibition at T2F will continue for 6 weeks and the photographs will be changed every 2 weeks for the duration of the exhibition. A 40" LCD television will constantly be running slideshows of Pedro Meyer's photographs and Apple Macintosh computers will be available for visitors to watch, listen, and interact with content provided by Pedro Meyer. A series of workshops and panel discussions featuring Ameen J, Farah Mahbub, and other photographers, journalists, and artists are also part of the 6 week Heresies Exhibition.

**Updates and Details:** <http://www.t2f.biz/pedro-meyer's-heresies-a-retrospective/>

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