

# "SOCIAL NETWORK, HUMAN CONTACT"

*Exhibition Launching by Vladimir Tisma (2021-2022)*

The Earth is vaste but it's a small world.

Did you know that you are probably less than six intermediaries away from the highest leader of your country, the pope or your favourite film actor? Indeed, the theory that it takes no more than six intermediaries to reach anyone in the world originates from a 1977 study by Stanley Miligram. The photographic artist Vladimir Tisma, born in 1996 ([www.vladimirtisma.com/about](http://www.vladimirtisma.com/about)), has decided to put this concept of "six degrees of separation" at the heart of his next project. He wants to discover the power of the human algorithm and how far the incredible potential of the social network can be taken by the communication that takes place. While social networks and digital life centralise an ever-increasing part of social interactions, he would like to record these human contacts and to image the chain of mutual relations, from the individual to the whole of humanity.

With his project "Social Network, Human Contact", Vladimir began by sending a hundred letters to selected people in his environment and then let the network effect unfold. The aim is to identify a small number of exceptional people to photograph through his unique eyes. He then wants to create an exhibition of portraits of inspiring and original people from worlds as diverse as art, film, politics, science, sport, among other spheres of activity. Its choice will be dictated by your response, by your involvement.

At the end of the research, the artist will exhibit ten portraits printed using an original technique. He will propose to visitors to follow step by step the threads of the relational weave that made this exhibition possible, by immersing themselves in this immense correspondence of letters and messages, exchanges that reveal the interpersonal cartography of which the photographer is the epicentre, and which, by symmetry, give an image of the link that each of us maintains, at various levels, with other human beings.

You have been selected to participate in this unusual artistic process. Can you think of a significant person who would be willing to be photographed by Vladimir? Or perhaps you have the contact details of someone who knows such a

personality? If so, please forward this document and the accompanying email to them. If you wish to participate, please [contact us](#).

The second originality of this artistic approach consists in the technical realization of these portraits. They will be presented according to the so-called "lenticular" process: from traditional shots, the image will be printed on aluminium plates which will later be mounted in a frame, restoring the face or the bust. These slides will show the standard perception of colours on one side and the perception of a person with colour blindness on the other.

Vladimir Tisma does not see the world in the colours that most human beings perceive, but through a vision derived from deuteranopia: yellows are seen as green, reds as brown, blues as pink and greens as yellow or orange. The photographer wants to offer us double-sided portraits in a large format (about 100 cm high and 80 cm wide). With remarkable creativity, Vladimir uses his unique perception of colour to turn it into an artistic asset. In doing so, he renews the art of portraiture and makes it a participatory process with the viewer, since the latter will have to move in front of the painting to apprehend it in its entirety. The project is thus part of kinetic art.



This is not the young artist's first experience with lenticular images. In November 2018, he already set up a first exhibition based on the perception of colour blind people, which took place at the Unlimited Art Studio Gallery. The photographs on display, showing the vast expanses of the Gobi Desert taken during his May 2018 trip, had been printed on aluminium slats that offered double vision to visitors ([www.vladimirtisma.com/exhibition-2018-one-way-two-worlds](http://www.vladimirtisma.com/exhibition-2018-one-way-two-worlds)). The exhibition was a huge success and the seven works, unique prints in very large format, sold out immediately.

With the portrait project, which will be exhibited in Paris, Vladimir wants to answer the recurring question asked by visitors in 2018: "How do you see me? The originality of his new approach lies as much in the unusual path he has chosen to determine his future choice of people to photograph as in the technical means envisaged. Portraits can be taken within minutes, by appointment, anywhere in the world.

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Text written by Corinne Charles  
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*"The International Committee of the Red Cross (ICRC) is grateful to artist Vladimir Tisma for his initiative to donate a portion of the profits from his project to its humanitarian work in forgotten contexts. As his project seeks to highlight, attention is too often focused on what the majority, inspired by the media, sees. The ICRC, a humanitarian organization that protects and assists victims of conflict and other situations of violence, has been covering more than 100 active conflicts worldwide in 2021. Its delegates work tirelessly to ensure that all victims can receive humanitarian assistance in order to remain in dignity."*

**Dominik Stillhart, ICRC Director of Operations**



**ICRC**