

**PRESS RELEASE**

## WEB SITE

**For the first time in Milan at Ierimonti Gallery**

Johan Grimonprez

“Looking for Alfred”

Alfred Hitchcock was a film maker with a rule of precursor in cinema, either in technics or in language. He was a pioneer in using subconscious fear and he will always be reminded for his talent of direction and for the curiosity of his self character: from the charm in appearing as “cameo” in every movie, to his look in black dress, bowler, umbrella and cigar, celebrated by the unforgettable silhouette-portrait.

Johan Grimonprez chose to celebrate the Master of thriller and at the same time to investigate about the rule of the look-alike in contemporary culture.

The work is developed in two parts: on a flat screen will be projected the casting of the perfect Hitchcock look-alike research , where we can see a “catwalk” of characters that share their resemblance with the movie director, but they are really different between each other. It is a video full of sense of humour, which reminds of a documentary.

The second part of the work consists of the actual video. Filmed at Brussels Palais Des Beaux Artes (location in perfect Hitchcock style), it’s a video where purity of colours, intensity of black, and effects of contrasts are the main part, going together with a soundtrack full of suspense . We can see the look-alike alternates in scenes with unequivocal references to Magritte’s work (Belgian like Johan Grimonprez and coeval to Hitchcock.)

This video reveals the undoubted talent and perfectionism of the artist in the use of media, but also his ability to stir up different sensations. The video “looking for Alfred” can make laugh as well as create tension, in a polished atmosphere full of poetry.

Federica Bonotto

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<b>Title</b>	<b>“ Looking for Alfred”</b>
<b>Location</b>	IERIMONTI GALLERY Via G. Modena 15, Milano 02 2046256
<b>Press Conference</b>	08 06 06 ore 18 ,00 with the artist
<b>Inauguration</b>	08 06 06 ore 18,00 with the artist
<b>Dates</b>	08/ 06 / 06 _ 30/ 07 /2006
<b>Time table</b>	10,30 _ 18,30 Saturday by appointment only
<b>Entrance</b>	Free
<b>Web Site</b>	<a href="http://www.mpefm.com">www.mpefm.com</a>
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