



Images as travel communication

↳ EXHIBITION: It happens every so often that EPFL employees show their art work at the ELA gallery. But it almost never happens that the gallery counts a student among its exhibitors. With the opening show of 2009, though, we are lucky and happy to present the work of an up and coming photographer-designer who studies at EPFL.

Gusta van Dobbenburgh
Curator

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Adrian Cachinero Vasiljević is a young bachelor student in the EPFL division of Electric Engineering. With a multilingual Serbian-Spanish background he grew up in Spain, went to an international school in Madrid, and is now undertaking studies here, in the French part of Switzerland. Adrian, who refers to himself as a «travel photography aficionado» has not been taking pictures at a more professional level for a very long time yet. He has always been interested in photography as a hobby, but it was really his academic life that enabled him to approach it in a more organized and expert way, simply because he could manage his own time.

He earned his love for photography from his mother, and an interest in design from a graphic-designer uncle; surely both have something to do with his fondness of art and his own artistic talent. Point in case: his penguin-design on the T-shirts for the student coaches of the 2009 academic year can be seen on and around EPFL campus in the near future.

What really urges him take to pictures is the fact that he simply likes people, and what they represent to him. He refers to that part of his life and work as «the human interest». Something that happened in 2006 was a real tipping point: a trip to Vietnam, where he volunteered to teach English at the Hanoi school for the blind. While teaching, he became so impressed with the lives of the blind students, their patience, willpower and their desire



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to learn, that he felt it necessary to document their existence with his camera. While in Hanoi, he was intrigued by the scenes in the big city as well; it resulted in a series of cityscapes.

Clearly, people are very often subject of his pictures, but he also manages to find an oasis of peace and quiet in the middle of an urban area, making viewers feel as if they were in a luscious green forest. Statues gazing up at the sky, a huge seagull soaring in the wind, beautiful old buildings, the façade of a quaint foreign shop, people hanging out together in a village square; his travels will show and tell you where he went, and what struck him as beautiful, funny or interesting.

With his love for the human being, interest in observing them, and eagerness to discover new places, he felt that photography was «the best medium for me to let my travel experiences and love for people come out.»

That same summer in Hanoi he also spent time at a pediatric hospital, in a special project designed to help and entertain its young patients. That is where he met his French-Vietnamese girlfriend Hahn, to whom he dedicated his first Vietnam portfolio and exhibition. Another, and very different companion in his life is his dog Hugo, to whom he refers as his «flickr alter ego.»

Adrian's work has been influenced by a few photographers he admires, like Cartier-Bresson, Capa, Doisneau and Salgado, whom he all considers to be «masters in the field.» He is struck by the «simplicity of their style, constructing stories out of remarkable urban scenes and telling the tales that would otherwise have gone unheard.»

The show at ELA is his second solo exhibition, which will not only introduce you to his Hanoi experience, but to other countries as well: Adrian has images on display

from Spain, Portugal, Italy, Greece, the UK, and of course Switzerland.

He has taken them trying to express «(...) simplicity, curiosity, storytelling. I hope that a small fraction of the experiences I have put on paper will peek through; mostly, I hope you enjoy my work as much as I enjoyed taking it.»

Keep showing us your beautiful work Adri, the world is at your feet.

Enjoy the show! ☺

«Connections»

A portfolio linking people continents apart
Travel photography by
Adrian Cachinero
Vasiljević

Show: March 2, - April 10
Vernissage: Thursday,
March 5, 18h00 - 20h00
Location: ELA building,
Room 010