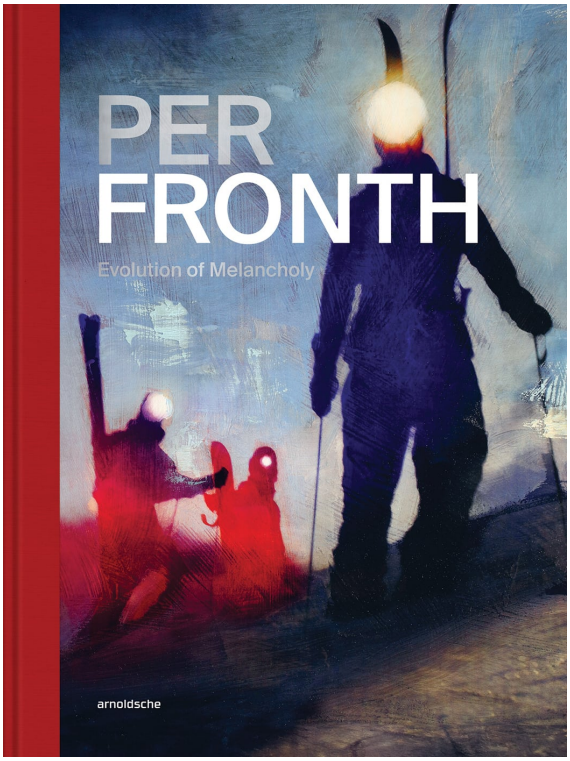
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Per Fronth

Evolution of Melancholy

Edited by Cecilie Tyri Holt

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- Comprehensive publication on the Norwegian artist Per Fronth
- Contemporary art that combines photography and painting
- With a lot of humour and the clear intention to provoke, Fronth also plays with the conditions of the art market

Per Fronth is one of Norway's most distinctive contemporary artists, dynamically redefining the relationship between painting and photography in influential and innovative works. Painting with photography as his raw material, Fronth's pictorial universe is captivating, bold, controversial, and seductive. Central to Fronth's overall artistic practice are the challenging aspects of the human condition. Fronth produces large-format artworks in series and different disciplines that are politically, environmentally, socially, and highly emotionally charged: from the war zones in Afghanistan, to the indigenous peoples' fight for their own land in the Amazonas region, and back to his own life, in native Norway, where he explores visual narratives of innocence and the coming of age. In his most recent project Fronth creates controversy by introducing paid product placement into his artworks already acquired by museums. In doing so he elevates the discussion as to what the value of art is.

Text in English and Norwegian.

Per Fronth (b. 1963, Kristiansand, NO), entered photojournalism at age 15. He established his art career in New York in the early 1990s, exploring the dialogue between photography and painting. His work is represented in collections such as the Bibliothèque Nationale, Paris (FR); Museum of Modern Art, Wakayama (JP); Sørlandets Kunstmuseum / Kunstsilo (NO), Norges Bank, Stortinget, Parliament of Norway, NATO and MGM Grand, Las Vegas (US).







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