



The Formentera Department of Culture is pleased to report that from 7.00pm, on Monday 16 August, the “Ajuntament Vell” municipal gallery welcomes “Sòl de Formentera (Una mirada subjectiva)”, a collection of collages put together by Mar Novell. The initiative took root in 2020, on photographic strolls which led Novell across the island’s network of roads. The project’s connection to the island runs deep, with Novell’s point of departure and natural habitat both contained within the confines of Formentera.

Novell’s photos offer a comprehensive vision of the ground on Formentera: near the sea, dusty, sandy, asphalted, rocky, etc. The images find Novell translating a vertical gaze palpably and visibly: eyes look not at the beauty on the horizon but the earth upon which they tread. That gaze acts as a channel, interconnecting the outside world with the world within. It is, thus, a subjective gaze that changes the anonymous image into a feat of artistic framing.

Born in Lleida in 1975, Mar Novell got her education in humanism and culture. Novell’s professional work has seen her in advertising, communication and cultural management.

“Sòl de Formentera” will be on view at the “Ajuntament Vell” gallery from 11.00am to 2.00pm and 7.00pm to 9.00pm, Monday to Saturday, 17 to 28 August 2021. The gallery is closed Sundays and Monday mornings.

12 August 2021

**Communications Department
Consell de Formentera**