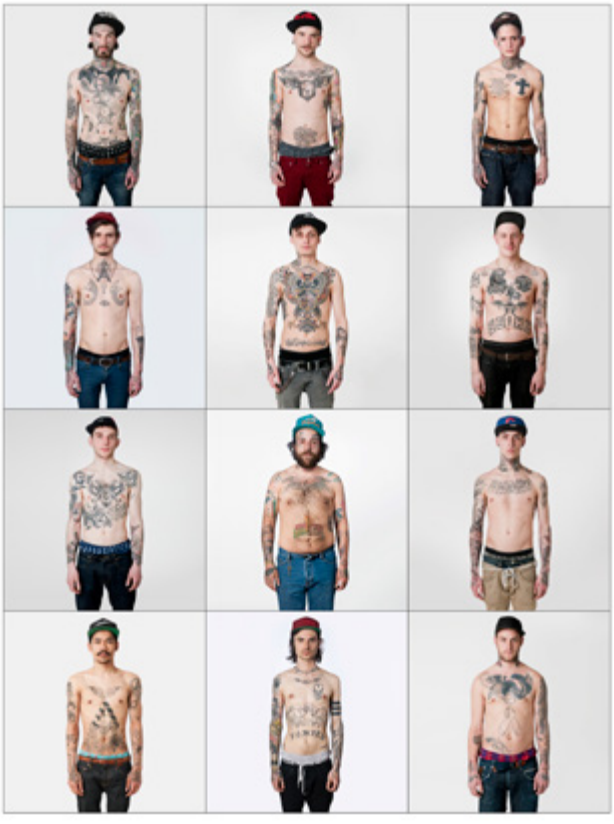
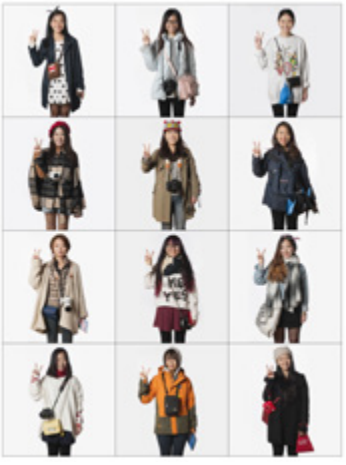
"IN 20 YEARS, THE WHOLE WORLD WILL MOVE FROM DEMOCRACY TO IDENTITY POLITICS IN A NEW AND PERMANENT STATE OF ACTUALITY TRIBAL, RELIGIOUS, NATIONALISTIC OR SEXUAL. A FUNDAMENTAL SHIFT OF FOCUS" – ARI VERSLUIS





EXACTITUDES

In celebration of its twentieth anniversary, "Exactitudes" reemerges in an expanded reprint of its cherished original. Rotterdam-based photographer Ari Versluis and profiler Ellie Uyttenbroek first conceived "Exactitudes" ("exact" + "attitudes") by noting the rhetoric and social coding embedded in the distinct wardrobes of various social groups. Since 1994, the pair has systematically documented group identities on city streets around the world. Each group member is photographed against a white background, resulting in an empirical study of individuality meeting volitional conformity. In this, "Exactitudes" effectively coalesces and subverts traditional street photography and documentary. Critic and photographer Gil Blank calls it, "August Sander and Eugène Atget turned on their heads by Bernd and Hilla Becher." With no credence given to street environment, the photographs examine the purpose of an individual wearer exclusively as it pertains to their commitment to a social category. For this twentieth-anniversary edition, Versluis and Uyttenbroek have produced 19 new series taken from Rotterdam, St. Petersburg, Zurich, Milan, Beijing, Rio de Janeiro, Casablanca, Praia (Cabo Verde), New York, Bordeaux, London and Paris. (nai010)

CLOCKWISE *What's up G,* Rotterdam-Berlin, 2013; *Grand Hello Tour,* Amsterdam, 2014; *United Americans,* Amsterdam, 2014

LEFT PAGE
Farmcore, Amsterdam, 2014