Ivan Kiuranov, "Untitled" , (Pen Up) 1998 – 2023

Editions of 50 numbers: 30/65 см; 35/60cm,

Lamda C-Print, Diasec/Aludibond

Kiuranov's "Untitled" is a pop-art work. It encompasses visual codes from both popular and high culture. The composition is based on the kinetic image of a famous Danish ballpoint pens which, when turned up and down, presents in turn a picture of a woman or man first dressed, then naked. That kind of images were being smuggled into socialist Bulgaria from the West, in rare ballpoints, holograph pictures, etc. They were highly valued in mass culture and became part of the popular city folklore. Such images functioned as a kind of visual dialect of the highbrow art language, which could then take them up to a new context.

The work is a photo collage in which the change of the pictures is photographed at different stop shots. The fact that the composition is kinetic, the *per se* artistic value of the modules, and the highly professional photography, conceptualize the triviality of the original image and transform it into a contemporary work of art. The intentionally faded colors work for the intended retro-effect and add a historic time dimension. In all, we get an esthetization of the banal in the form of a new conceptual object.

Ivan Kiuranov's "Untitled" was produced and exhibited for the first time in 1998 Year, at "Formal/Informal", the Fifth Annual Exhibition of the Soros Center of Arts - Sofia. It has been on public view only in the hall of the Central Post Office of Sofia, November-December 1998. The original (A monumental collage of 140/280 cm) belongs to the author. One new copy produced from the original negatives in 2012 like a diptych in edition of three originals is part of the art collection of Mr. Spass Roussev. After 2012 Year Kiuranov developed the series of those works with different images taken from Danish pens and produces a new versions of the work. Works by Ivan Kiuranov are also part of collections in Germany, Bulgaria, Great Britain, USA, Switzerland and Italy.