



CHI MODU: UNCATEGORIZED 13.06.–14.09.2014 Hall, MEDIApoint

Media conference: Thursday 12th of June 2014 at 13.00

Artist talk and tour: Friday 13th of June 2014 at 12.00, free admission

Exhibition opening: Friday 13th of June 2014 at 18.00

American photographer Chi Modu has functioned as Director of Photography for *The Source* - the leading magazine for hip hop culture. Chi Modu took over 30 front cover photos for the magazine during the 1990's. Chi Modu captured the biggest icons of the hip hop movement, including Tupac Shakur, The Notorious B.I.G., Mary J. Blige, and LL Cool J during the 1990's when many of them were not yet famous. Chi Modu has not only chronicled the most important phase of the hip hop movement, he has also managed to show the artists as real people, rather than one-dimensional celebrities.

Chi Modu's images have also been licensed by Sony, Paramount, Viacom, The New York Times and the London Times to name a few. Modu's image of Tupac Shakur, which was published in the Rolling Stone magazine's epic book "The '90s: The Inside Stories from the Decade That Rocked", is an icon of our time.

Chi Modu's Uncategorized project started in New York City in August 2013. The aim of the project is to make art more inclusive and to bring the art to the people. This is realized and achieved by using billboards. The project will expand over time to other parts of NYC and to other cities. The project is a statement against stereotyping in general and on putting labels on everything.

The exhibition consists of an impressive collection of Chi Modu's hip hop photos with some unpublished material of Snoop Dogg and others. In addition to the hip hop theme, there are photos from Modu's numerous journeys captured around the world. With his photographs Chi wishes to attract our attention on what we all have in common. Chi's hope is that by showing how we are all cut from the same cloth, we can begin to put our differences aside and live together in a more peaceful, conflict-free world. To expand on this topic, Chi has produced a photographic series where he investigates the Muslim world and the non-Muslim world. He wants to show that they have far more in common than current perceptions would lead us to believe.

The *Uncategorized* exhibition is Chi Modu's first large solo exhibition outside the US. In addition to photos, there are on view videos, memorabilia and a hip hop time line. The visitors may upload and share their photos on the social photographic platform ephotos.com, which is created by Chi Modu. The Uncategorized product series are available at the Pori Art Museum museum shop.

Additional information:

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