



## Francisco Paco Carrascosa

### Johnnie Walker on the Beach

#### A photographic narrative in 2640 pictures

*Narra-tography* – We live in the midst of the narratives of others; we walk by them as we hurry to our destinations, our eyes look through them, our minds slide over them.

The photo project with the title Johnnie Walker on the beach that was to take up several years of my life began with a photograph I took in Japan in October 2008.

It shows the grey façade of a faceless building, with an open window. In front of it, a man dressed in a bathrobe is standing on the balcony making a phone call. I observe and photograph him. An unspectacular, yet intimate moment. / In the anonymous grey of a parking lot, a small girl in yellow shoes and vibrant pink tights clocked with white blossoms bends intently over a bed of bright flowers, face solemn, and then plunges her face into the yellow and violet petals. / Stags startle into awareness, their eyes gunmetal glints in the vanishing light.

But it is exactly these numberless, tiny, evanescent narratives of the everyday that call out to Francisco Carrascosa as he rambles through cities and fields and strides up mountains, as he lingers in cafés and on beaches, as he stands at windows or leans from balconies; as he lives and watches.

I took all the pictures with a semi-professional digital camera, which I carried with me wherever I went – through Japan, on travels in Spain and Italy, and in my everyday life in Switzerland. I always had it with me in the pocket of my jacket, so I was ready to zoom in digitally on a situation that sparked my interest. The use of the zoom and the sheer quantity of photos and their serial character recall the aesthetic of paparazzi shots.

The camera's fairly long shutter delay means I can only control the image up to a certain point in time. This gives rise to 'blind moments'. Maybe the subjects just happen to look away, bend down, close their eyes or walk out of shot and become unfocused. That makes the images look less professional, more private.

The curiosity of my photographic eye is boundless. The result is a five-year project producing more than 26,000 photos, now compressed into five volumes, entitled Johnnie Walker on the beach. Every picture has its place in the chronology of the project. The process of compression into book form has been achieved by omissions, rather than by rearrangement.

The essence of photography is seeing as duration, as ongoing life. For, when one photograph is taken, another awaits; when one narrative closes, another begins; when one person passes by, another approaches. And this is the meta-narrative that Carrascosa recounts: a tale told in pure photography of life's fragile beauty and squalid ugliness, its speaking gestures and stilled silences, its intimate warmth and impassive coolness, its fragmentation and cohesion. This is life caught in the act of becoming.

Francisco Paco Carrascosa

(With excerpts from "Narrat-tography" – Essay for the publication of Johnnie Walker on the beach – by Caroline Morpeth)

**Francisco Paco Carrascosa** (\*1958 Valencia/Spain) – lives and works in Zurich as an artist and photographer.

1983–87 Professional Photography Class, HGKZ (nowadays ZHdK)  
1987 Prize awarded for diploma thesis “Wie ein Golfplatz” (Like a Golf Course)  
1987–89 Museum photographer at the Zurich Museum für Gestaltung  
since 1990 Professional photographer and artist

See CV for all exhibitions and publications: [www.paco-carrascosa.ch](http://www.paco-carrascosa.ch)

2014 Gallery SO London (Photomonth East London): “Johnnie Walker on the Beach” (UK book launch and exhibition)  
2014 Museum Bäregasse Zurich/GASTHAUS ZUM BAEREN – programmed by Curating/ZHdK & W.I.R.E: “Johnnie Walker on the Beach”  
2014 F Photobook Show Tokyo/Japan, TIP (Tokyo Institute of Photography); “Johnnie Walker on the Beach”, photo book with 2640 pages

Francisco Paco Carrascosa

Johnnie Walker on the Beach. Photographs

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#### **Images, Texts, Press/Downloads:**

DE: [www.paco-carrascosa.ch/de/johnnie-walker-on-the-beach.html](http://www.paco-carrascosa.ch/de/johnnie-walker-on-the-beach.html)

EN: [www.paco-carrascosa.ch/en/johnnie-walker-on-the-beach.html](http://www.paco-carrascosa.ch/en/johnnie-walker-on-the-beach.html)

#### **My philosophy:**

Irrespective of whether the input comes from outside or inside, as a photographer my life is a visual discourse with the present.

Artistic reflection on the mass media, identity and migration are among my focal points. My attention is drawn particularly by people, the apparently normal, the arena of pop culture, the globally trusted, the everyday streets, villages and towns. They are part of my research, my tireless experimentation, my artistic and professional work.

#### **Current work:**

I am currently working on the second part of the “Johnnie Walker on the Beach” project, which will end up as a trilogy. This is another long-term photographic project. The media platform for the realization of parts 2 and 3 is still open.

Part 1: “Johnnie Walker on the Beach” (2014 book launch and exhibitions)

Part 2: “Black & White and Friends”

Part 3: “Jack Daniels and Mister Freud”