

BRADWOLFF PROJECTS  
presents

sanja medić  
**a very light moment**

opening saturday 20 october 17.00 - 19.00 hrs  
introduction by **huib haye van der werf** writer/curator  
exhibition runs until 10 november 2018

Bradwolff Projects has invited visual artist Sanja Medić to create a new site specific work and to shine a new light on this special project space: she uses light to tilt the experience of the space completely. Bradwolff Projects is a space with distinct characteristics. It is a porch of a former hospital building, perfectly symmetrical and situated with its back towards the sun. The windows overlook the north. The daylight, and thus also the visible passing of time, enter the space indirectly. A gift for an artist like Sanja Medić, for whom light is an essential part of her creations.

But what if the sun would shine directly inside? What if the sun would be our antipode and shine her light to us from the geographically exact opposite place on Earth? Day-light would not only shine through the windows of Bradwolff Projects the entire day, it would also shine upwards. How unusual this may sound, it happens in the work of Sanja Medić. Her installation fully connects with the space and evokes the illusion of sun-light that departs from an imaginary point in the Pacific Ocean that travels through our planet and arrives in the space of Bradwolff Projects. Fiction? By all means, but of a kind that makes us look differently to light, space and time.

Sanja Medić (Belgrado, 1974) completed her studies at the KABK in The Hague and was a resident at the Rijksakademie in Amsterdam. Her work focuses on a fascination for time and space, and the way in which they coincide in our perception and illusion. In order to make these abstract concepts tangible, she uses two and three dimensional forms: photography, installation, collage and projection. She makes monumental and small scale work, autonomous and commissioned work. Medić has realized a diversity of designs for public space, such as the installation Everything Must Go in Hoog Cath-arijne in Utrecht (2013), Vrille at the former air base Soesterberg (2012), the video installation Free Fall in the building of the House of Representatives (2007). Sanja Medić has exhibited her work in the Netherlands and abroad, including in the Fries Museum in Leeuwarden, the Van Eyck Academy in Maastricht and at the New York Photo Festival.

The accompanying exhibition text is written by Frits de Coninck, art critic.



BRADWOLFF  
PROJECTS

oetewalerstraat 73 | 1093 md | amsterdam  
*open* thursday till saturday from 13.00 - 17.00 hrs  
[during exhibitions] and by appointment  
*contact* +31 (0)6.513.999.54 | info@burobradwolff.nl  
www.bradwolffprojects.nl

