

Simon Roberts  
New Vedute:  
Alternative Postcards of Italy

Edition of 500

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Essay: Emanuele Trevi  
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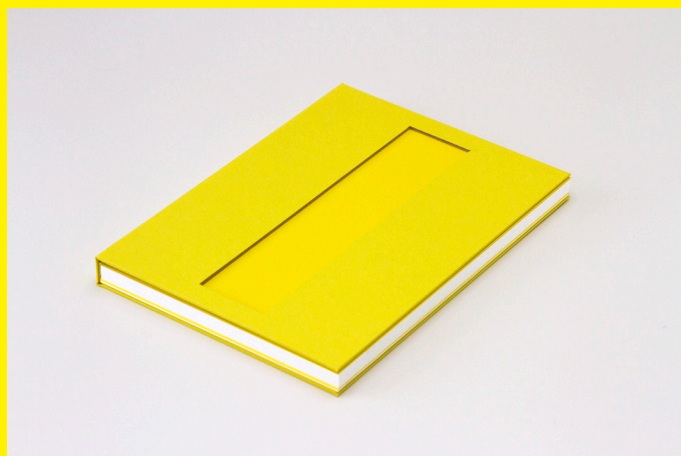
87 pages, 140mm X 210mm

29 colour plates with a set of 6 blank  
postcards

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In *New Vedute*, Simon Roberts takes historic Italian tourist postcards, all of which have been written on, stamped and sent back to the UK from British tourists in Italy, and reconceptualises them for a new purpose. Framing one image within another, he uses these postcards depicting idealized views of Italy—grand historical monuments, ancient ruins, picturesque natural landscapes and holiday destinations— as backdrops upon which he then superimposes vernacular photographs, thereby playing with the way we, literally, see Italy.

The bulk of the original postcards, which had all been posted back to the UK, were sourced from a flea market in the UK whilst others were bought on eBay. The translucent photographs overlaid on the original postcard include Roberts' own photographs from Italy, his father's holiday snapshots taken on family vacations to Italy, and a selection of copyright-free images found online. The title for each repurposed postcard was sourced from the text written on the back of the original, alongside the date they were posted. Roberts' new postcards were then sent to the address marked on the original postcard along with a blank version that recipients could write on and post back. A selection of these replies are included in the book, along with six blank postcards which can be used.



#### About Simon:

Recognised internationally as one of the UK's leading photographers, Simon Roberts deals with our relationship to landscape and notions of identity and belonging. He examines contemporary economic, cultural and political landscapes, often through expansive tableaux photographs. Selected as the 2010 British Election Artist, he has exhibited widely with solo shows at National Media Museum in Bradford (UK), the Museo d'Arte Contemporanea di Roma (Italy), and the Multimedia Art Museum in Moscow (Russia) amongst others. His work is in major collections including George Eastman House, Deutsche Börse Collection and the V&A. His previous books include *Motherland* (Chris Boot, 2007), *We English* (Chris Boot, 2009), *Pierdom* (Dewi Lewis Publishing, 2013), and *Merrie Albion – Landscape Studies of a Small Island* (Dewi Lewis Publishing, 2017).

If you would be interested in a press review copy of the book, a pdf or a selection of free to use press images please contact: [studio@simoncroberts.com](mailto:studio@simoncroberts.com).