

ALBERTO DUMAN

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PROJECT SHEET:

THE GORBALS BOYS (2001) *AFTER BERT HARDY*



- 1) To bring back a picture in the same location where it was taken 53 years before.
- 2) To insert contemporary faces in the old picture
- 3) To create a multi-temporal image by re-photographing the results

The original image of the 'Gorbals Boys', shot by the Londoner Bert Hardy as part of an assignment for Picture Post, epitomised the Gorbals post-war situation and made it famous the world over as an overcrowded slum.

Since then, two consecutive slums clearances in the 60's and 80's have tried to address these problems.

Now, this image is available to buy in posters websites for £ 26.00 as a 'glamourised' image of twentieth-century poverty-stricken Glasgow, embodied by the carefree attitude of the children portrayed.

The act of returning the image in the original location was part of an attempt to counteract the emphatic image of the 'New Gorbals' promoted by the developer, which influenced also the demands made on the artists involved in the cultural/aesthetic aspect of the regeneration of the area.

The piecemeal transfer of the local assets from the council to the private developer attempted to impose a discreet but clear distance between past and present efforts in the regeneration process. This in turn produced the effect of attributing specific roles to the artists involved as best selling points for the development, particularly in relation to the permanent projects proposed as tangible validations of the masterplan devised a priori to the artists' involvement.

The permanent project proposed for the New Gorbals was not accepted signalling the end of my relationship with the commissioning body HEISENBERG.

Read more in the document 'SOMETHING MUST GO!' available for download here.

Alberto Duman