

## Alternative stamp. Transformations of the transition period.

The postage stamp long ago lost its exclusivity as a tax of payment for the delivery of messages. But, as a symbol of communication and universal way for express ideas, placed into microformat, it came to the attention of artists and became the object of their creative energy, giving rise to the "Artistamp making" - an art direction that grew out of mail art, not so well-known in Russia, but popular all over the world.





Natalia Lamanova has been working in this direction for many years, acting as a creator of stamps, as well as a curator and organizer of international projects. Together with her husband, the artist A.Kholopov, she held several international exhibitions, popularizing this trend in Russia and attracting Moscow artists to it. The first international exhibition was held by them in Moscow in 1998 with the support of the founder of the artists movement, James Warren Felter.



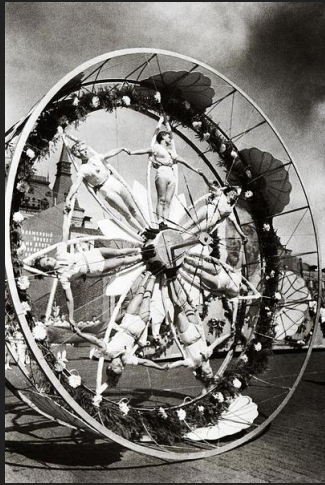
First Moscow Artistamp Exhibition  
1998, Manege, Moscow

“Motherland/Fatherland”  
2002 г.  
Malyi Manege, Moscow



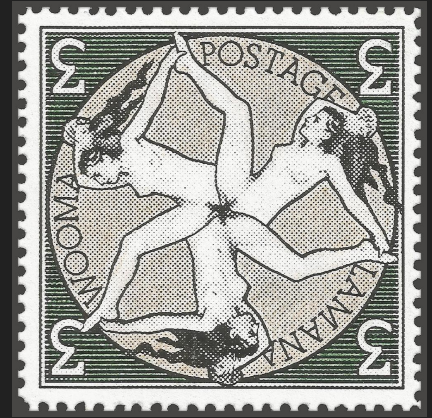


Having started her work in the traditional form of paper graphics, Natalia Lamanova, gradually delving into the labyrinths of digital media art, transformed the form of a postage stamp, responding to the irreversible process of moving the institute of mail from real space to electronic. Her stamp is no longer a piece of paper that is glued on an envelope and dropped into a mailbox - this stamp is virtual. As an object of the transition period, it has not yet lost its vintage form, and having lost its materiality, it has received a new hypostasis - the magic of movement and sound....



The result of this metamorphosis in 2005 was the project "Cyberstamps. 150 years of the Russian postage stamp", made in the classical technique of photo animation.

In this project, as well as in her paper stamps, the artist presents to the viewer her imaginative world in the form of a series of playful theatrical actions, operating with the traditions of carnival aesthetics with its shifters, transformations and reincarnations, expression and frank demonstration of bodily nudity. The actors in these performances are her friends, and the main lyrical character is herself.



The source of inspiration for her are the elements of the surrounding world, with large extent to the attributes of the Soviet and post-Soviet era.



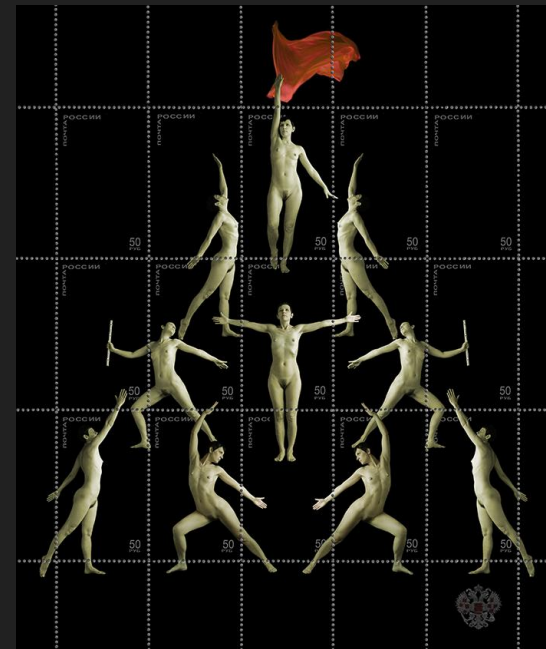
## " Ready for labour and defense! " \*



If the term "carnival" is considered as "a special collective action, the subject of which is the crowd in the square" (as defined by M. Bakhtin\*\*), then the series "Ready for labour and defense!" is a reference to the "carnivals" of the Stalin / Hitler time - parades of young physically fit people.

Such parades were held in the 30-40s on Red Square (the center of Moscow) in front of the leaders of the state standing on the stands of the Mausoleum (the tomb of V.I. Lenin).

The purpose of such spectacles is to demonstrate the strength and invincibility of a totalitarian state, one of the main tasks of which is to create a "new man". To achieve this goal, the State used total control, patriotic education and universal physical and military training.



\* *the name of the system of physical education that existed in the USSR since 1931*

\*\* *M. Bakhtin - famous Russian philosopher and cultural critic*

# "To the 100th anniversary of Herman Vinogradov. Herman at the V All-Union Meeting of Pioneers.

A key to understanding of a meaning of the series is hidden in its title. This is the author's interpretation of children's dreams about the Artek\* - a holiday without borders, a mythical pioneer\*\* paradise that an ordinary child could never get into. The word "Rally" inspired the image of flying pioneers\*\*\*, whose red triangular wings are a metaphor for a tie, the main attribute of this organization. The asterisk is the badge of the "Octyabrenok"\*\*\*\*, the younger brother of the pioneer, who Natasha Lamanova was in 1972, when the real V All-Union Rally was hold.

\* Artek - the elite summer camp for recreation of specially deserved pioneers\*\* or children of privileged parents

\*\* the term "Pioneer" - in the USSR is like Boy and Girl Scouts but they are not just children, but children undergoing patriotic indoctrination by the Communist Party. However, all the children of the USSR had to be pioneers.

\*\*\* another meaning of the word "Rally" in Russian is "a gathering of birds in the sky"

\*\*\*\* "Octyabrenok" - means October child (the date of Great October Revolution)



Octyabrenok's badge

Pioneers's badge







The role of a counselor, Leader, "Big Brother" or "Talking Head" is performed by the famous performance Russia artist Herman Vinogradov. The dedication to Herman's 100th anniversary (2057) refers us to the future.

\*\*\*\*\*

When this series was made, in 2005, it was assumed that "the Pioneer Organization" remained in our past. But, as recent historical events goes, not everything is so clear, and perhaps - our future is our past.



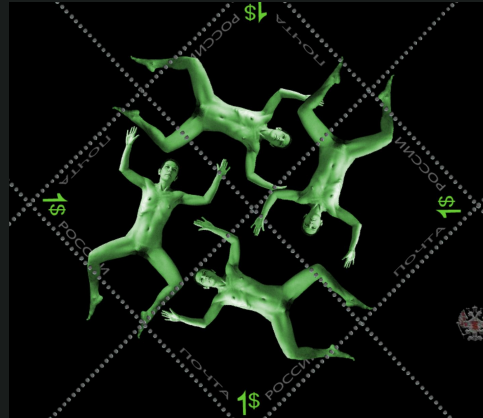
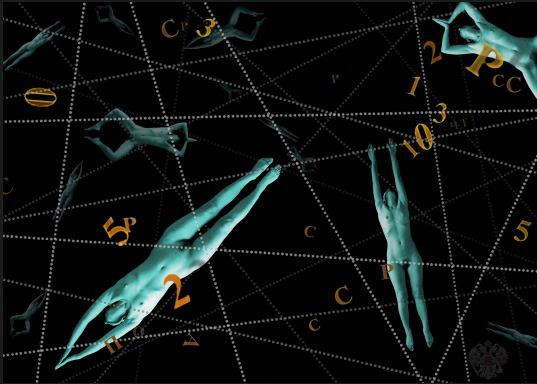
Участница Российского движения школьников Карина Васильева поучаствовала в фестивале «Большая перемена». Девушка надеется вступить в новое молодежное движение, чтобы найти новых друзей и историю Отечества / Фото: Наталья Феоктистова / Вечерняя Москва

В четверг, 19 мая, в день 100-летия пионерского движения в Государственной Думе рассмотрели законопроект о создании единого движения молодежи «Большая перемена».

*On May 19, on the day of the 100th anniversary of the pioneer movement, a bill on the creation of a unified youth movement "Big Change" was submitted to the State Duma for consideration the translation*

## "Fauna - Cosmos"

In this fun series, the author "abolishes" the norms and prohibitions of the existing world order and transforms herself into zoomorphic creatures, turning into frogs, tadpoles, birds, leeches, mermaids and eventually turns into stars of the Milky Way, freeing himself from the burden of human passions



\*\*\*\*\*

The show in Little Rock, Ar, USA  
February 2020.

**UNEXPECTED BEAUTY AND CHALLENGES**  
by Russian artist **Nataliia Lamanova**  
*Curated by Anncha Briggs*

Opening reception: Saturday, Feb 8th from 6-9pm through February 15th.  
Sunday, February 9th, 2 pm - Conversation with artist





