

FRANCO DONAGGIO

A R T I S T   S T A T E M E N T

I have been working since 1980 as a professional photographer and creative in advertising.

Since 1995 I have been carrying out very carefully fine art photography projects to be sold in the market of art collecting. I always do my best to carry out my personal projects by employing the most suitable expressive technique, in total freedom and without following any trend fashion or temporary current.

In my artist dimension, the photographic medium is used like the the scalpel of the surgeon to incise daily life searching for hidden places in my mental territories, where echoes of real world arrive filtered. Here the photographic reality is nearly forgotten and replaced by something else...