

# SEBASTIÃO SALGADO

**SALON**  
*de la*  
**PHOTO**  
lesalondelaphoto.com

**NOVEMBER**  
**09 To 13**  
PARIS  
PORTE DE VERSAILLES  
PAVILLON 5



Drying coffee at Takongon town. Lake Tawar area, Pusat Gayo Higland, Sumatra Island, Indonesia 2014  
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# The Salon de la Photo celebrates its 10 year anniversary with Sebastião Salgado !

After the exhibitions of photographers Elliott Erwitt, Gianni Berengo Gardin, Sabine Weiss, Jean Marquis, Raymond Cauchetier, Willy Rizzo, Karl Lagerfeld and the agnès b. collection, the Salon de la Photo celebrates its tenth anniversary with two exhibitions showing the talent of a major figure of contemporary photography, Sebastião Salgado.

Salgado's powerful images in black and white, popular since the 1970s, have been admired by a vast international audience. Exhibitions such as the *Hand of Man*, *Exodus* and more recently *Genesis* have traveled the world.

## Sebastião Salgado *Scent of a Dream*

**This exhibition is presented for the first time in France and exclusively for the Salon de la Photo.** Commissioned by the coffee producer illy, defender of sustainable development, Salgado has photographed coffee plantations since 2002, across three continents, revealing the lives of the workers who are at the basis of the coffee chain.



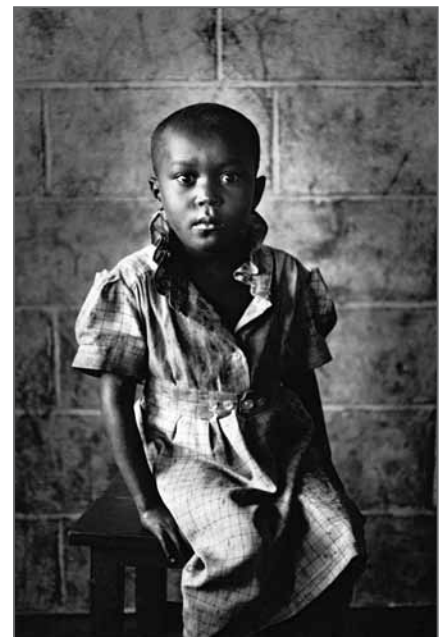
**In this photographic panorama Salgado plunges us into a little-known and fascinating world. This long-term project, similar in a way to all his great photographic ensembles, reveals his profound desire to communicate his passion for the relationship between Man and Nature.**

## Sebastião Salgado In the Collections of the MEP

At the same time 40 important works chosen from the collection of the European House of Photography (MEP) in Paris, will be exhibited in a separate part of the Salon, showing work from *Other Americas - "Autres Amériques"* (1985) up to *Exodus* (2000), revealing the evolution of Salgado's work and his essential preoccupations in terms of theme.

The Salon de la Photo invites the visitor to rediscover the incredible journey of this artist, committed to taking on the big challenges of the contemporary world and who has always known how to surprise us and make us dream.

The European House of Photography (MEP) owns over 350 prints by this photographer, one of the biggest collections of his work in Europe.



### **Simon Edwards**

Artistic director of the Salon de la Photo

# SEBASTIÃO SALGADO

## Scent of a Dream



Coffee pickers. Finca La Hilda on the slopes of Poas volcano, San José region, Costa Rica, 2013

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# Scent of a Dream

*My earliest childhood memories are linked to coffee. Living in the town of Aimorés in the Brazilian State of Minas Gerais, I would accompany my father in his truck to collect coffee beans for milling. Without noticing, I came to understand the numerous steps that turn a coffee cherry into a cup of coffee. Soon I was helping at the mill where machines removed the outer husk of the bean. I was frequently charged with drying the beans and then sewing the jute bags in which they were transported to the port of Vitória for export.*

*Many years later, while in Paris with my wife Lélia Wanick Salgado to pursue my economics studies, I chose to write my doctoral thesis on the worldwide supply and demand for coffee.*

*But before completing my doctorate, I began working as an economist at the International Coffee Organization in London, a job that took me to the coffee regions of Rwanda, Burundi and Uganda. And it was then, with a camera borrowed from my wife, that I first began taking photographs. At that point, photography proved stronger than coffee! In 1973, I left the ICO and changed careers.*

*But coffee did not disappear from my life. Almost three decades later, Andrea Illy and his sister Anna visited the Instituto Terra, the project that my wife and I have developed to reforest the arid and eroded land of my parents' old farm in Aimorés with native species of the Atlantic Forest. With its renowned commitment to the environment and Fair Trade, the Illy family has been encouraging further reforestation by promoting shade-grown coffee, which is less acid than sun-grown coffee and is usually of higher quality. My contact with the family led to this exhibition and the accompanying book.*

*It is my hope that the resulting images convey my pleasure in returning to the world of coffee, one that for the most part lives in silent isolation in remote mountain regions of developing countries. For the peasant farmers or day laborers, whom I sought out in ten countries of Latin America, Africa and Asia, coffee defines their livelihood. They are the men, women and children who grow, pick, clean, dry and select the coffee beans. For coffee drinkers in Venice and beyond, they may barely exist, yet we should never forget that the grains in every cup of coffee were once touched by human hands.*

Sebastião  
Salgado

# Scent of a Dream



Mengnai village, Baoshan District, Yunnan province, China 2012

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# Interview with Sebastião Salgado

With Simon Edwards  
July 13, 2017

## **Simon Edwards**

**Coffee was tied to your childhood, what are the memories you have of this time?**

## **Sebastião Salgado**

It was a very interesting time of my life. I was very young and my father had a small business preparing coffee for export. He had a truck and we traveled out to the farms. The coffee plantations were very beautiful and sometimes he left me on a friend's farm and three or four days later would come to pick me up. In all those old farms it was an era that was not yet a market economy. It was really the kind of relationship that perhaps Europe experienced two or three hundred years ago.

There were very few roads at that time, most of the coffee came on mules. There were herds of about thirty to forty mules which arrived with the coffee in such large numbers as they were coming from several farms. It was a sweet time for me, a full life which coffee allowed me to enjoy.

**S.E. When you were invited by illy, a major coffee producer, to do this project, what was your reaction and as it was a commission, did you have any constraints and if so which ones?**

**S.S.** I didn't have any constraints. We already knew illy in another context. We have an ongoing environmental project and illy joined us in this same project. We were partners and we started to work in areas where illy

is buying coffee in Brazil. We developed the project with them. You know that Brazil is one of the the only countries in the world that produces coffee grown directly in the sun. In the majority of countries in the world they plant coffee under the trees.

The turnover is much greater when planting directly in the sun and for it to be of good quality, it takes a lot of work to prepare the beans after the harvest. With illy we tried to bring back to Brazil, at least in areas where illy buys coffee, a coffee culture grown under trees. We planted a forest of coffee bushes under trees, which was a fantastic moment for us. A project was then developed with illy, creating a hundred small nurseries in several regions to bring coffee growing into the shade.

While working with illy the idea came about of making a photographic project on coffee production around the world.

I had complete freedom, I chose the places to visit and the project began. illy is a fair trade company, they are also very ethical. In Brazil at the University of Sao Paulo they created the university of coffee. They not only improved the quality of coffee cultivation and its planting and processing, but also the production of coffee for consumption. It's a small family company, but they make products of very high quality. They pay a high price in all the places they go and have a different kind of relationship with their growers.

# Scent of a Dream



Selecting high quality coffee for export. Allana Coffee Curing Works. Karnataka State, India 2003.

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« Parfum de Rêve » / « Scent of a Dream »

**S.E. Was the method of shooting on this theme the same for each country visited?**

**S.S.** Coffee plantations around the world resemble each other like two drops of water. If I close my eyes in China and I open them in Guatemala, I feel like I'm in the same place. High quality coffee is produced at certain altitudes in areas of the planet which are not very different from each other.

Coffee is grown between an altitude of 900 and 1,200 meters, which is already a strip of very high ground with a certain type of precipitation and humidity and temperatures that are very similar in order to produce a very high quality coffee. There are also the coffee families. First of all Robusta which is a coffee of very High production, farmed in very hot tropical countries at a low altitude and which is of a very low quality.

The Arabica family - illy buys and works only with Arabica - is a coffee that is produced in only certain climatic conditions in the world. When you come to photograph, you find the same kind of working conditions, the same form of crops and normally, as you are at a high altitude with steep slopes (these slopes are very difficult to mechanize), it is above all a manual process throughout the world. There is not a huge difference but what changes is the culture, the people, the language and the customs, but the production of coffee remains just about the same everywhere.

**S.E. Have the changes in climate had an influence on the production of coffee throughout the world and did you feel it during the 12 years of work on this project?**

**S.S.** Not really, I have heard people say that the climate and rainfall have changed, that there is less production than before, but it is difficult for me to say yes, that there has been a change and that climatic conditions have had a strong influence on the production of coffee. If there have been, perhaps the specialists could confirm it, but not me. I prefer not to risk anything in this regard.

In our region where we have planted our own forest, yes, there have been differing climatic conditions, but not for coffee.

**S.E. On the land of your foundation in Brazil do you still produce coffee?**

**S.S.** Coffee was never produced at our foundation because it is not the right altitude. We are at 70 meters above sea level and coffee grows at more than 900 meters. They produce coffee very near the foundation, however. The upper part of my municipality produces a lot. A municipality in Brazil is almost the size of Belgium, it is a huge country. Our valley where our river passes is the size of Portugal. The upper part produces excellent coffee, but the lower part no. When I was young it was Robusta and after they left to produce this low quality coffee elsewhere, they kept only the high part for Arabica. In fact our environment project is not even based in our region.

**S.E. Is it important in your opinion to keep the same traditions of plantation of coffee?**

**S.S.** Coffee is a product like wine or cocoa, both need a lot of climate and cultural variables to maintain the very high quality. Coffee is one of these products, it is necessary to correctly plant and monitor the bushes, prune them at the right time and harvest in a precise manner. In order that the grains do not suffer from moisture, the drying is done in a certain way. A bad preparation means acidic coffee. It is something that we have to work on with great tenderness, like the production of wine, so there is not much difference between the two. It is important to note that the majority of people who buy coffee in supermarkets or simply drink a cup of coffee, have the impression that it is made just behind the supermarket. After crude oil it is the second product in the world that generates the most money and tens of millions of families are concerned by this drink. It's a highly redistributed product, so the cup of coffee you are going to drink has inevitably been touched by the hand of somebody. Culturally, when it comes to coffee, there is an added value aspect which is very powerful and very beautiful.



# Scent of a Dream

## SEBASTIÃO SALGADO



Started in 2002, when Sebastião Salgado and illy met, *Scent of a Dream* is a journey through coffee-growing countries, based on a shared common value: sustainable development, the fundamental principal by which the Trieste-based company is able to maintain its supreme quality.

Throughout his journey, Salgado has managed to use his black and white pictures to celebrate the daily lives of those on the plantations, the beauty of the terroir from which the precious bean is grown and harvested. The sequence of his images was constructed, shot by shot, in ten of the countries from which illy buys coffee: Brazil, India, Indonesia, Ethiopia, Guatemala, Colombia, China, Costa Rica, El Salvador and Tanzania.

*Scent of a Dream* is also a book, edited and designed by Lélia Wanick Salgado, and published by *La Martinière* in France, where the images of places, people and men that made it the greatest reportage ever produced on the world of coffee, are close to texts signed by Andrea Illy, Luis Sepulveda, Angela Vettese and of course, Sebastião Salgado.



Exhibition produced by illy.  
**Courtesy of illycaffè Spa**

# SEBASTIÃO SALGADO

in the collection  
of the Maison  
Européenne de  
la Photographie  
*(MEP)*



Tutsi refugee, Rwanda, 1995 - Collection Maison Européenne de la Photographie  
© Sebastião Salgado / Amazonas images

# Sebastião Salgado in the collection of the Maison Européenne de la Photographie (MEP)

Since the publication in 1985 of *Other Americas: Autres Amériques* (first photobook prize-Paris Audiovisuel/ Kodak-Pathé) and up to the recent exhibition *Genesis*, the Maison Européenne de la Photographie has always followed and supported Sebastião Salgado's work.

Amid the 350 prints of the very rich collection of the MEP can be found the artist's major photographic projects, such as Kuwait, *The Hand of Man*, *Exodus* and of course his work in the Serra Pelada gold mine in Brazil, not forgetting his emblematic images of Latin America.

Parallel to *Parfum de Rêve/Scent of a Dream*, shown for the first time in France on coffee-growing territories, the public of the Salon de la Photo will also rediscover, through the scenography of Lélia Wanick Salgado, the most historic moments in the career of this important photographer who was recently elected into the Academy of Fine Arts in France. As expressed by Claude Nori, Salgado's first publisher:

*Sebastião Salgado is a peaceful warrior who has passed to the other side of the mirror in order to change things, to make the world a more beautiful place and to give dignity to those who live there.*

Sebastião  
Salgado  
in the collection  
of the Maison  
Européenne de  
la Photographie  
*(MEP)*



Sebastião  
Salgado  
in the collection  
of the Maison  
Européenne de  
la Photographie  
*(MEP)*



Church Gate Station Mumbai, 1995  
© Sebastião Salgado / Amazonas images

Sebastião  
Salgado  
in the collection  
of the Maison  
Européenne de  
la Photographie  
*(MEP)*



Gold mine of « Serra Pelada » Para State, Brazil 1986 - Collection Maison Européenne de la Photographie  
© Sebastião Salgado / Amazonas images

# Biography

Sebastião Ribeiro Salgado was born on February 8, 1944 in Aimorés, Brazil. He is married to Lélia Wanick Salgado and father of two children, he lives in Paris.

Between 1964 and 1967, he studied science in Brazil and obtained a Master's degree at The University of São Paulo. He also studied in Paris, at the National School of Statistics and economic administration and prepared a doctorate at the University of Paris.

After working as an economist at the Ministry of Finance, in Sao Paulo, in 1971 he joined the International Coffee Organization, in London, for which he worked until 1973.

He then decided to become a photographer, thus totally changing his career.

Starting in 1973 as a free lance photographer he joined the Gamma agency in 1975 which he was to leave in 1979. At that time, he was invited to join Magnum Photos agency of which he remained a member until 1994. In 1994, Lélia and Sebastião together founded the Amazonas Images agency, an entity entirely devoted to his work.

Sebastião Salgado has worked on numerous projects that have been constructed over long periods, resulting in both exhibitions and the publication of books.

We owe him a lot of images covering the war in Angola and the Spanish Sahara, the Israeli hostages in Entebbe and the attempt on the life of Ronald Reagan, President the United States. In 1978, at the request of the Municipality of La Courneuve, he photographed the *Cité des 4 000*. In 1979, he produced work on transhumance and the conditions of immigrants in Europe.

From 1977 to 1984, Salgado traveled throughout Latin America visiting the most inaccessible mountain villages. The photographs taken in the course of this journey were published in the book *Other Americas*, (1985) which refers both to the persistence of peasant and Indian cultures and the cultural resistance of the Indians of this continent. During the years 1984-1985, with the organization *Médecins Sans Frontières*, he traveled through the Sahel struck by drought and famine. On-site presence in the refugee camps, allowed him to compile the report in 1986 which became the book: *Sahel. Man in distress*. He showed the ordeal of the victims, the harshness of their living conditions and the damage to their environment. For six years, from 1986 to 1992, he carried out a project on the global system of production, which took him to twenty-six countries on all continents. He wanted to show and understand the evolution of manual labor. *The Hand of Man*, the book bringing together the entirety of this project was published in 1993.

Photographs from this series since exhibited all over the world, form part of his most known works. The struggle of the poor peasants in Brazil, in 1997 brought about the publication of *Terra*. Throughout the world, many political events lead to the migration of civil populations. Between 1994 and 1999, Salgado carried out thirty-six reports on this issue. *Exodus*, the book that brings them together, appeared in 2000. Published in the same year, *The Children of Exodus* describes the children of these displaced populations, refugees or migrants.

# Biography

In 2001, he monitored and documented the Global Polio Eradication Initiative campaign organised by the World Health Organization (WHO) and the United Nations Emergency Fund for Children (UNICEF). A book called *Polio Eradication* was published on this occasion. All these books have been published internationally.

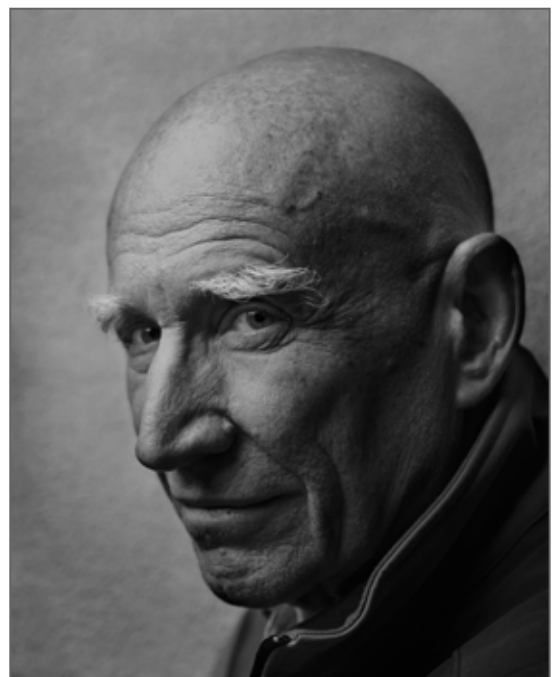
From 2004 to 2011, Sebastião Salgado prepared a new project, *Genesis*: a series of photographs in black and white of landscapes, fauna, flora and communities of people. He conceived this work as a search for nature still in its original state. A book was published in 2013.

Sebastião and Lélia founded the Terra Institute in 1998 located in the Rio Doce valley, a river crossing through the States of Minas Gerais and Espírito Santo in Brazil. Their objective was to replant the Atlantic forest which once existed in this country. Their aim is to implement a program of reforestation. The institute also has a pedagogical vocation with the people responsible for the environment and an awareness-raising attitude faced with development. In 2014, Wim Wenders and the son of the photographer, Juliano Ribeiro Salgado made a documentary on the work of Sebastião Salgado, *The Salt of the Earth* which received the *Un Certain Regard* prize at the Cannes film festival in 2014, and was nominated for the Oscars and received the *César* for the best documentary.

In 2016, Sebastião Salgado began working for the freedom of the press by offering the association Reporters Without Borders (RWB) an anthology of his 100 most beautiful photos in black and white. Thus the first issue of the year of the RSF album: *100 photographs for the freedom of the press* contains a portfolio on the work of Salgado, with a preface by Irina Bokova Director-General of L'IUNESCO

Prizes, awards, honors:

- 1985: Oskar Barnack Award
- 1986: Infinity Award for photojournalism
- 1988: Erich-Salomon Award
- 1989: Hasselblad Prize
- 1992: Oskar Barnack Award
- 1993: Royal Medal for the Centennial Photographic Society
- 1994: National Grand Prix of Photography Awarded by the Ministry of Culture (France)
- 1998: Prince of Asturias Prize in Arts
- 2014: Appointed Commander of the Order of Arts and Letters
- April 13, 2016: election to the Academy of Fine Arts
- July 14, 2016: Knight of the Legion of Honor



Sebastião Salgado 2016  
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# SALON de la PHOTO

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Le Salon de la Photo vu par **Brice Portolano**