



# ROSSANA MENDES FONSECA

## PROFESSIONAL EXPERIENCE

Creative Director  
VOYEUR creative lab

Artist and Curator  
CRU creative hub

Contributing Writer  
Vogue Portugal and Elle Portugal magazines

Art Essayist  
Various art exhibits and events, including contemporary dance shows in the Municipal Theatre of Porto, an art book for Guimarães European Capital of Culture, and film reviews for Venice Film Festival

Versatile Roles at FARFETCH Portugal  
Product Stylist, Imagery QC, Stills Photographer, Product Copywriter

Photography and Image Theory Lecturer  
Soares dos Reis School of Arts, Balleteatro and ESEV - School of Education of Viseu

Art and Philosophy Researcher  
Aesthetics, Politics and Knowledge research group - Institute of Philosophy of the University of Porto

Fashion and Still Photography and Styling  
Independent brands, with a sustainable approach and locally-made products

Solo Artist, with a thing for the Collective, exhibited here and there, mostly between Paris and Porto

*Flâneuse with a restless eye for stillness and light, always performing the dance between art and knowledge and insisting on self-writing.*

As an Artist/Researcher, I work at the intersection of photography, art curation and art research. My visual work is predominantly photographic, and my most recent academic achievements include a Ph.D with the thesis "Perception, Time, and Memory in the Genesis of Photography" and the creation of the photobook *(e)vidences*.

With a versatile background, I have taken several roles on the e-commerce and fashion sectors. Simultaneously, I have curated art exhibits and authored reviews and essays on art and philosophy.

I thrive on challenges related to emerging art forms, diverse political ideas and engaging new perspectives.

## EDUCATION

Ph.D in CONTEMPORARY ARTS  
College of Arts of the University of Coimbra

MASTER IN ART STUDIES - special. in Art Theory and Criticism  
Faculty of Fine Arts of the University of Porto

EUROPEAN MASTER OF PROFESSIONAL PHOTOGRAPHY - special. in Studio Photography  
Spéos Paris Photographic Institute

2 courses on FASHION JOURNALISM  
Condé Nast College of Fashion and Design  
Pulp Fashion

...and many, many, other short courses and seminars

Rossana Mendes Fonseca is an artist, curator, and researcher in Art, Aesthetics, and Philosophy. Her work, both visual and written, artistic and academic, constitutes an attempt to think the image as the sensitive matter of modern and contemporary audiovisual apparatus, and as access to a present in which all times coexist, only revealed by the infra-ordinary of objects, the déjà vu of memory, and the perception of any moment.

Settling within a creative, heterogeneous, and diverse community, her curatorial practice seeks to incite artists to find a different approach to their work, whether it be more emerging or already established.

She lives in Porto, with occasional interludes in Paris, where she studied Photography (Spéos International School of Photography, 2010) and where she conducted her research for her Ph.D in Contemporary Art (at the College of Arts of the University of Coimbra, 2024), with a thesis on "Perception, Time, and Memory in the Genesis of Photography," and the presentation of the photobook *(e)vidências*.

A proper flâneuse, in Paris, she found her favorite bookstores and spaces for reading and art. She frequented the Kandinsky Library, the Centre Georges Pompidou, the Maison Européenne de la Photographie, the Palais de Tokyo, the Salon de Lecture du Musée du Quai Branly, or the Galerie Binome. Henri Bergson, Gilles Deleuze, Paul Virilio, or Michel Foucault became her great travel companions, as did Hiroshi Sugimoto, Jeff Wall, Ana Mendieta, Rui Chafes, or Eva Hesse.

In Porto, she studied at the Faculty of Fine Arts of the University of Porto (2011), obtaining a Master's Degree in Artistic Studies - Theory and Criticism of Art. She became a resident artist at the CRU creative hub in 2013. She took over the curation of the space's exhibition program in 2017, seeking to activate relationships within and outside its vast creative community and to find in its installations a continuous experimentation through the diversity of the works that inhabit it. She

collaborated with the e-commerce company Farfetch, between 2015 and 2023, in various fields, such as Copywriting, Image Quality Control, or Product Photography and Styling.

Teaching was always a relevant course of action. She taught, between 2016 and 2022, artistic, practical, and theoretical disciplines such as Photography, Image and Sound, or Ethics and Deontology of Image, in higher education (ESEV), artistic (Soares dos Reis Art School), and professional schools (Balletatro Professional School).

With an incursion, between 2011 and 2017, in the Aesthetics, Politics, and Knowledge research group of the Institute of Philosophy of the University of Porto, she recently became an integrated member of the same group.

As an artist, she exhibited mainly photographic series and video art, between Porto, Paris, and Cagliari. She created *Duck Soup*, a magazine with two editions to date whose themes were the Creative Environment and the House, that aims to give visibility to artists with very specific approaches to those topics. She wrote essays on art, cinema, and contemporary dance for the Venice Film Festival (2010), Guimarães European Capital of Culture (2011), for the Porto Municipal Theater (DDD! 2017-2018 and Anarquivo 2018-2019), and for Balletatro (Mnemónica 2023), among others. She also wrote for magazines such as Vogue (2019-2020), Elle (2019), or Shifter (2023).

From intuition as a Bergsonian methodological practice and from a certain anachronism as an assumption of the discontinuity of the Real, she finds in the idea of Time her great question of life and in Art her course of action.