

Guidelines for the Main Exhibition of the International Print Triennial 2024 in Krakow

Momentum

Momentum is the keyword of the 23rd edition of the International Print Triennial in Krakow. This word, although short, contains many meanings, and all of them turn out to be extremely topical in the context of the current state of the world.

Momentum can mean both „impulse / revolution”, which indicates its causative potential, as well as: importance, cause, influence, or meaning – which in turn shows it as an important factor of reality. In addition, among the dictionary meanings there are terms such as: cause, circumstance, movement, change. Momentum also has an equivalent in the words: moment or point. Finally, in the physical sciences it describes mechanics, i.e. the movement and interaction of a physical object. At the same time, the movement of the body, as well as its velocity, are determined in relation to a specific (selected) frame of reference, which also becomes the frame of reference for momentum.

The choice of the word **momentum** as the slogan of the Triennial was dictated, on the one hand, by the desire to establish as broad thematic boundaries as possible, allowing presentation of various creative statements about reality. On the other hand, this slogan remains in relation to the discussions conducted in the last decade, which addressed the world of different speeds, emphasizing the different frames of reference in which the inhabitants of individual continents or countries function. It also encourages reflection on the causes and effects of the changes taking place around the world, in which the effects of actions taken by the economies of highly developed countries affect natural disasters in distant regions of the globe.

Interpreting the word **momentum** as a moment, one can recall its extremely disturbing definition, which appeared in Lewis Carroll's novel *Through the Looking-Glass, and What Alice Found There*. When the White King is running in front of Alice, and she asks him „to stop a minute – ust to get – one's breath again?”. He says that **minute** – that in fact is a **moment** – **goes by so fearfully quick, that you might as well try to stop a Bandersnatch!**

This is, of course, only one of the possibilities of understanding the term

momentum, which can encourage Artists from around the world to critically interpret the reality that is inevitably rushing towards a climate and humanitarian catastrophe, while creating new digital tools for interfering with the fabric of society.

Therefore, we invite all Graphic Artists to visually interpret the **momentum** slogan. Perhaps this action will allow both them and the audience to do what, according to Carroll's King, is impossible, i.e. touching the speeding world and at least for – nomen omen – a moment stopping in it, so that we can see both where and how we rush. And this may protect us to some extent from the fate of the protagonists of the once popular computer game *Lemmings*, in which the main goal of the player was to guide at least a portion of the green-haired, blue-robed lemmings from the entrance to the exit by clearing or creating a safe passage through the landscape for the lemmings to use. Most often, most of the lemmings died because, rushing forward, basically blindly, they could not stop and notice the lurking threat in time. But this time, thanks to the Triennale, they will have a chance to use graphic signposts.

According to the Organizers of the Triennial, graphic art is a means that has a high potential for social impact, so perhaps by presenting various creative perspectives it will be possible to create a space for reflection and discussion on the state of the world in its unique **momentum**.