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A Gallery Ripped From a Magazine's Pages

By *LISA PHAM*

Courtesy of Polka Galerie Polka magazine's new gallery space.

PARIS | “The digital revolution allows anyone to take pictures and send them everywhere,” said Alain Genestar, the co-founder of [Polka](#) magazine. “But it doesn't replace the photographic writing of professionals.”

Yesterday, Polka opened its new gallery space (12 rue Saint Gilles; 33-1-71-20-54-97; www.polkagalerie.com) in the Marais; like the magazine, it is dedicated to showcasing the works of photojournalists and independent photographers from all over the world.

Describing themselves as the modern version of Life magazine, the Polka brand now consists of a gallery, magazine and [Web site](#). Originally based in the same area as the Paris bureau of Contact Press Images agency, Polka decided to relocate to a more central area, easily accessible for visitors and local Parisians alike. With its plentiful contemporary art galleries and tourist crowds, the Marais was a fit.

Every three months at the Galerie, a new exhibition will feature large-format, fine-print photographs, to coincide with the latest magazine issue.

“The feeling of an image changes from one paper and printing technique to another,” said Polka’s editor-in-chief, Dimitri Beck, “and we work closely with the photographer in order to find the right story to tell.” Storytelling is an important part of the Galerie’s mission: Photos on display, chosen for their graphic and artistic richness, are taken from articles in the magazine.

Current events can also bring new meaning to the photos. Christian Poveda, a Hispanic-French photojournalist and documentary filmmaker, [was assassinated in El Salvador](#) at the beginning of this month. His photos of the Mara Salvatrucha street gang, which appear in the current issue of Polka magazine, are also exhibited at the gallery.

“The only thing we can do,” said Dimitri Beck, “is to draw attention to his extensive career and to invite people to look at his work again.”