

Diego Echevers Torrez  
Cocani



## Diego Echevers Torrez

Bolivian photographer Diego Echevers Torrez was born in Chochabamba in 1979.

He studied Architecture and Anthropology and has taught Anthropology at the Universidad Católica Boliviana. Alongside his private work he currently teaches Photography at the Universidad Mayor de San Simón. Echevers Torrez first picked up a camera in 1997 as a student for research purposes in connection with architecture and anthropology study projects.

Entirely self taught and relying on his own visual and aesthetic instincts his photography developed without any formal guidance or genre reference points. Only years later with the advent of the internet access to information relevant to his photography became easier. That led to his discovery of names like Edward Curtis, Josef Sudek, Karl Blossfeldt, Irving Penn and Sebastio Salgado - photographers he would now cite as influence on his own work.

Whilst Diego Echevers Torrez' photography is to some extent informed by his background in architecture and particularly anthropology, his work has artistically transcended its purely documentary origins. Diego Echevers Torrez pays homage to the people and culture of his country as well as addressing social concerns such as increasing inequality and industrialisation endangering their traditional way of life..

Diego Echevers Torrez's chosen medium is analogue photography and he uses mostly medium format and large format cameras. The process driven nature of analogue photography has become an important part of the creative hand crafted way of how he works - even including some of the base materials and chemicals. Economic conditions and restrictions in Bolivia have forced him to produce some of the chemicals and material used in his work himself - something he now appreciates as integral part of the overall creative process.

Diego Echevers Torrez is represented internationally by Albumen Gallery.

## Cocani

Cocani are the Aymara coca merchants, who settled in the Bolivian city Oruro at the time when the region thrived on silver and tin mining. The region, its people and local mining industry gave rise to a rich carnival tradition – symbolic of the local culture – still celebrated today. Increasingly, in recent years the popularity of the local carnival tradition has been appropriated and exploited by non-indigenous economically powerful segments of Bolivian society realising its potential for the commercial tourist industry.

In the ‘Cocani’ project Diego Echevers Torrez pays tribute to the culture and traditions of the Cocani by capturing their cultural memory, their voice and their faces projecting the struggle of people anchored in the history of the mines of a city that little by little forgets its origins. The photos in the ‘Cocani’ exhibition were taken between 2015 – 2019.

For more detailed information about Diego Echevers Torrez and his work see p. 24.

## Prints

Artist produced fine art prints of the Cocani series a are available in limited editions.

### Edition

Gelatin Silver Print

50 cm x 50 cm

Edition of 10

For print enquiries or more information contact

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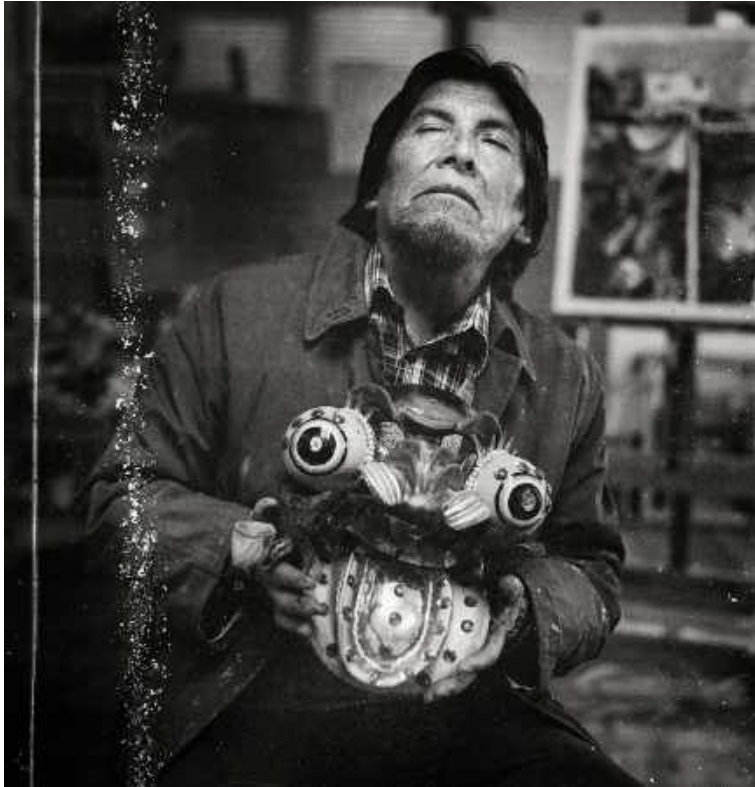
Www: [www.albumen-gallery.com](http://www.albumen-gallery.com)



Paraphernalia



Uncle Víctor with Matraca – a ratchet made from an armadillo. Silver container by his side.



Man holding Moreno mask



Uncle Nacho holding Moreno mask



The Smile of Moreno



The Smile of Moreno





'Pasantes' Ricardo and Martha



Master René Flores Ordoñez



The next generation



The next generation





The next generation



'Pasante' - annually elected festival organise



Moreno mask and costume



Monday after the festivities



Lugui



Lugui wearing mask



Lugui in full Moreno costume



'Lejías' – ash compound used for flavouring when chewing coca leaves

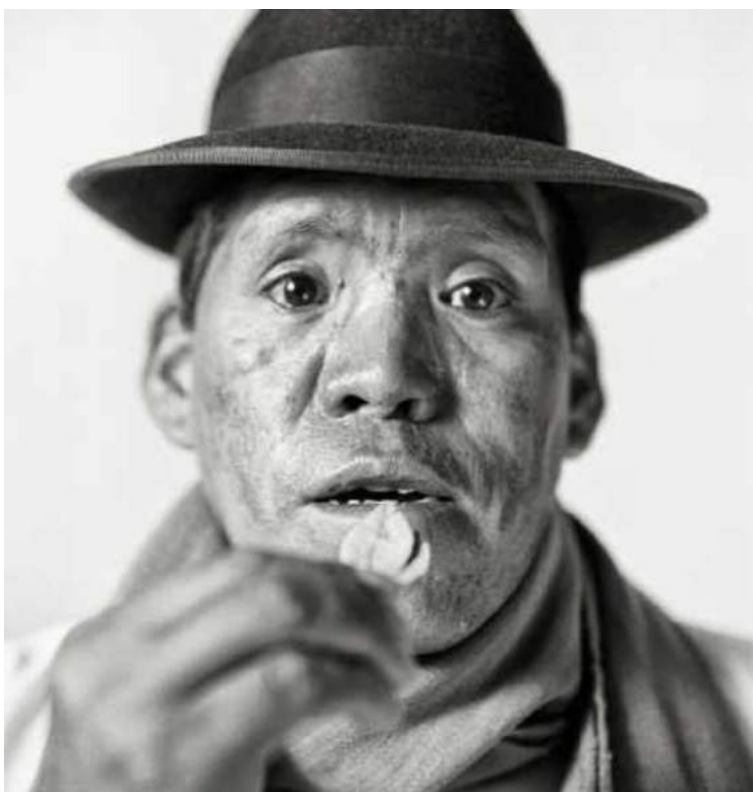


Legacies and Discoveries – The man is wearing a woman's costume



Legacies and Discoveries – The man is wearing a woman's costume





Juanca



Jaime and the power – the Pasante's sceptre of command





Jaime



Gina and Moreno costume



Generations and believes



The family



China's Dream – A china is the female dancer in the troupe



Doña Zoila Quispe – selling coca and relevant paraphernalia



Doña Martha kissing coca leaves



Don Rolo





Adriana Rayén



Pasantes



Our Lady of the Socavon with bags of coca leaves and parcels



Still Life with Matraca ratchet made from an armadillo and mask





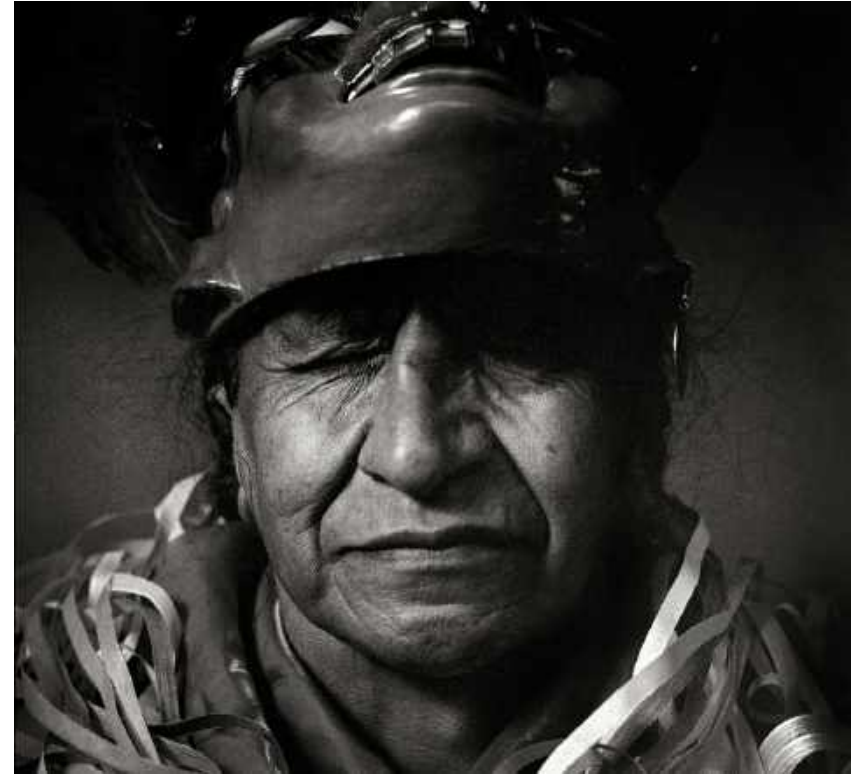
Coca leaves with identity cards



China - mask of the female dancer



Caporal



Calm



Embroiderer