

PRESS RELEASE – 02 SEPTEMBER 2020

IMAGO

BEFLÜGELT (WINGED)

A Fashion series

by

Esther Haase

in the IMAGO Camera

Curated by Silvia Carapellese



Triptych, © Haase (2014), photographed in the IMAGO Camera

5 October – 23 October 2020

In the context of the **European Month of Photography Berlin 2020 (EMoP)** IMAGO exhibits an unpublished work, which was photographed by the fashion photographer Esther Haase in the IMAGO Camera Berlin.

The vernissage will take place on October 2nd at 19:00.

BEFLÜGELT (Winged)

The experiment began in 2014, when the fashion photographer **Esther Haase** (Hamburg/ London) discovered and used first the **IMAGO Camera** in Berlin. **Susanna Kraus**, artist and operational head behind IMAGO put all of her skills in handling the IMAGO camera at her service. This was how Esther Haase explored the potential of combining professional fashion shoots and bulky, analog, 1: 1 photography in a single project. The photographs were produced by the application of various analogue techniques by Susanna Kraus and the conceptual eye of Esther Haase. A limited edition of unique black and white prints was created through an exceptional teamwork: three diverse models took part into the project with

special support of the stylist Irina Skladkowski and the makeup artist Gabrielle Theurer. The hat creations were designed by Philip Traecy, Queen Elizabeth's hat maker.

The fashion series leads us into the theatrical world of IMAGO, the giant one-of-a-kind camera based in Berlin. The models are immersed in a **fleeting and dreamy aura**, the aim being to show the value of the moment in the *here and now*. In fact, no post-processing takes place. All the decisions must be made a moment before pulling a trigger. Each life-size photograph is the result of a single direct exposure, and that means there is no negative. The stage-like images are created inside the camera. Both the photographer and the subject enter, and open up their own spaces of creativity in concentrated seclusion.

In addition, a film by **Andreas Michael Velten** will be screened during the exhibition, showing the process behind the creation of the images themselves.



The large-format 1:1 photographs can be seen together with the analog medium IMAGO Camera in the IMAGO artspace.

Exhibition opening	02.10.2020	7 p.m.	
Exhibition location	IMAGO CAMERA, Aufbau Haus Prinzenstr. 85D, 10969 Berlin.		
Finissage	23.10.2020	7 p.m.	
Opening time	Mon-Fri	2.00 to 7.00 p.m.	free admission

The vernissage will be accompanied by **wine tasting**.

The artist and the curator will be present.

Due to the current pandemic regulations, the artist talk will not be given during the opening. Information material on the exhibition will be displayed in the exhibition space.

FOR FURTHER INFO AND REQUESTS

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