



I OF THE LENS

EXHIBITION

“I of The Lens” — unique exhibit showcasing both the external and internal expression of a cinematographer.

Berlin, February 10, 2024 — IMAGO Camera, the world’s only analogue, large format camera designed for life-sized, self-portraits, is set to captivate audiences with an extraordinary exhibition featuring stunning black and white portraits of cinematographers from across the globe. This groundbreaking display, curated by Vika Safrigina, producer and Susanna Kraus, the visionary artist behind IMAGO Camera, will open its doors on February 18, 2024, coinciding with the prestigious Berlinale International Film Festival.

The IMAGO Camera is a true interactive object d’art and transcends traditional photography by allowing cinematographers to step into the spotlight and become authors of their own images. This unique walk-in camera was invented by the physicist Werner Kraus and artist Erhard Hoesle in 1972 in Munich, 20 years before the IMAGO federation was founded. As photographer and subject converge, each sitter transforms into the artist behind the lens, creating captivating self-portraits that reveal a unique perspective of themselves.

The exhibition will showcase the life-sized portraits of distinguished cinematographers such as Lawrence Sher, ASC; Bojana Andric, SAS; Teresa Medina, AEC; Markus Forderer, ASC; Martin Ruhe, ASC; Balazs Bolygo, BSC; Ashley Barron, ACS; and many more. These awe-inspiring images will be accompanied by photography and still frames taken by each cinematographer, offering viewers a rare opportunity to connect with these visionary artists on both sides of the camera.

In partnership with IMAGO — International Federation of Cinematographers’ Diversity and Inclusion Committee, SUMOLIGHT lighting solutions, and Leitz Cine, the exhibition aims to celebrate the diversity of filmmakers who breathe life into the grand canvas of the movie screen. The display will inspire and empower the next generation of artists from all walks of life to pursue their dreams, encouraging all people to explore the beauty of photography and the joy of capturing their own portraits regardless of gender, nationality or background.

“This exhibition is a testament to the artistry and creativity of cinematographers, often unsung heroes behind the camera. The IMAGO Camera not only captures their essence through life-sized portraits but also allows them to become the authors of their own narrative. We are thrilled to partner with the Diversity and Inclusion Committee of IMAGO Federation to bring this unique experience to the public,” says Vika Safrigina, the exhibition’s producer.

Don't miss the chance to witness this groundbreaking exhibition at IMAGO Studio in Berlin during Berlinale, as IMAGO Camera invites you to explore the intersection of art and cinematography like never before.

The exhibit opens, February 18, 2024 until February 25, 2024, every day from 14:00-19:00. By appointment starting February 26, 2024 until March 31, 2023.

For private press preview, please contact Susanna Kraus directly at +49 1023104885
For press inquiries, additional photos, and future “I of The Lens” Exhibitions, please contact:

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About IMAGO Camera

The IMAGO Camera is the world’s first analogue large format camera designed for life-sized, self-portraits, offering a unique and interactive experience for photographers and cinematographers alike. For more information, visit www.imagocamera.com

About IMAGO — International Federation of Cinematographers

IMAGO is a global organization dedicated to promoting the art and craft of cinematography. With a mission to advance the work of cinematographers and elevate the art of visual storytelling, IMAGO plays a vital role in fostering collaboration and creativity within the film industry. For more information, visit www.imago.org

About SUMOLIGHT

SUMOLIGHT is a leading provider of cutting-edge lighting solutions for the film and television industry. With a commitment to innovation and quality, SUMOLIGHT delivers lighting solutions that empower filmmakers and enhance the visual storytelling experience. For more information, visit www.sumolight.com

About Leitz Cine

Ernst Leitz Wetzlar GmbH is based in Germany and is one of the world’s leading premium cine lens manufacturers. The company distributes their lenses under the brand name ‘Leitz’. Through the development and production of high-quality, complex optical elements, the company has become an industry leader in premium cinematographic optics within the last decade. Leitz lenses are used in a large number of award-winning films and blockbusters, series, and commercials worldwide. These achievements along with the ‘Science and Engineering Award’ from the ‘Academy of Motion Picture Arts and Sciences’; are both a validation and a challenge to the people at Leitz who continue the development of future high-end film camera lenses with the very same traditional technical precision, exceptional quality awareness, and a deep passion for moving images to inspire filmmakers and enable them to realize their unique visions. For more information visit www.leitz-cine.com