

young austrian photography in cooperation with the *austrian cultural forum*^{was} during *FOTO DC 2014*

young austrian photography 2014 | a preview to photo::vienna 2014
SENSITIVE VIEWING HABITS

//introducing six austrian photographers

young austrian photography 2014 | a preview to photo::vienna 2014 **SENSITIVE VIEWING HABITS**

This special edition of *young austrian photography 2014* is a short introduction to *photo::vienna / werkschau 2014*, which will take place from November 26th - 30th at the MAK - Austrian Museum of Applied Arts / Contemporary Art, Vienna.

Photography is one of the youngest and, at the same time, most exciting art forms: a pictorial language that draws on the tension between the two seemingly opposing poles of voyeurism and exhibitionism. It produces and leaves behind emotions; it moves, unsettles, and attracts. With its intense atmosphere, photography inspires, stimulates, and opens the way for critical dialogue.

At the event *photo::vienna 2014* art photography, architecture and portrait photography, and commercial, editorial, and journalistic photography are all gathered together under the heading "applied photography." The event thus serves equally as a showcase for the general public and as a forum for professionals on the lookout for new trends and developments.

As the first retrospective for contemporary photography from Austria, *photo::vienna* presents a wide overview of what makes photography so exciting and will thus be of great interest to galerists, curators, museum designers, collectors, art buyers, agency art directors, photo editors, etc. The platform also provides a site for the exchange of interest and ideas amongst the community of photo fans at large. A select jury has served as the guarantor for the high level of photographic work shown at *photo::vienna*.

The works shown at *SENSITIVE VIEWING HABITS | a preview to photo::vienna 2014* is a selection of photographers who applied for *photo::vienna*.

— Mirjam Angerer-Geier & Felix Leutner (translated by Michael Huey)

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Photography has an apparent objectivity because manipulations or changes, for example by a deformation of the lens or by digital retouching often cannot be recognized immediately as such. This is why photography is regarded as an effective tool for shaping our ideas and to influence our behavior. In the public not only in Austria but around the world it is noted that people read lesser and lesser because images take up more and more of our attention. Images are usually easier to understand than written words, so they are easily accessible to anyone. In addition, images appeal more to our emotions and arise much stronger feelings than any written text ever can. Therefore, images have a very strong impact on us. At the same time photography ranks first as a social instrument. The ability to reproduce accurately the external reality - an ability that is based on its own technology - gives photography an authentic character, making it incorruptible for the description of reality.

The third edition of young austrian photography entitled SENSITIVE VIEWING HABITS curated by Miriam Angerer-Geier and Felix Leutner presents a cross section of the current young Austrian photography scene. The works on display are carefully selected to give a general public an overview or outlook on new trends and maybe changes in contemporary Austrian photography.

— statement by Andreas Pawlitschek, Counselor (Cultural Affairs) Director Austrian Cultural Forum Washington

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SENSITIVE VIEWING HABITS

OPENING: **Monday, November 10th | 7:30 pm**
Embassy of Austria
3524 International Court, NW
Washington, D.C., 20008

EXHIBIT: the Exhibit will be shown again from
November 11th - 22nd

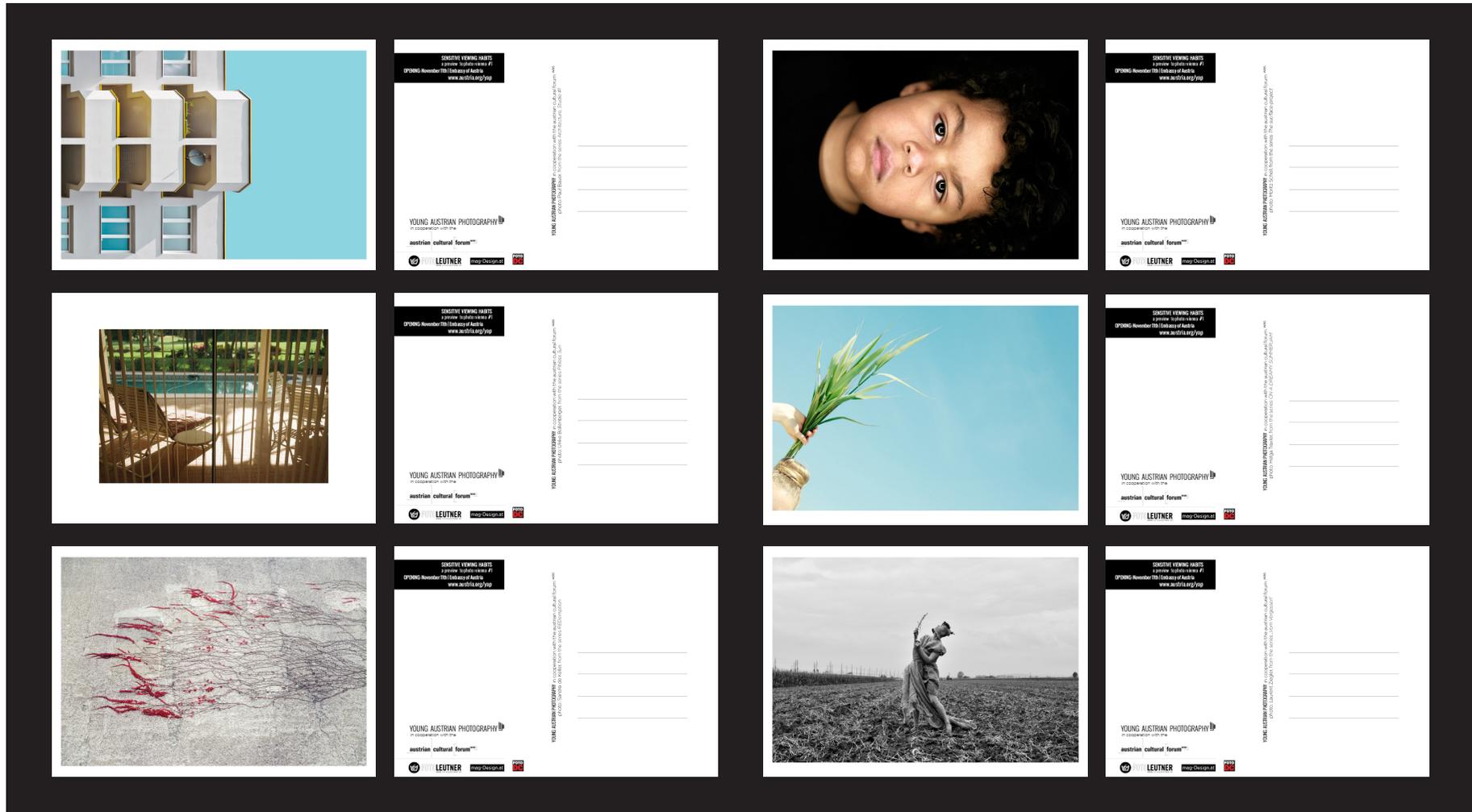
Visitors are welcome to visit the Exhibit
at the Embassy of Austria from
Monday - Friday, 10am - 4pm

Admission: free

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SENSITIVE VIEWING HABITS

::POSTCARDS:: | Opening Reception announcement - one Postcard Sujet of every Artist



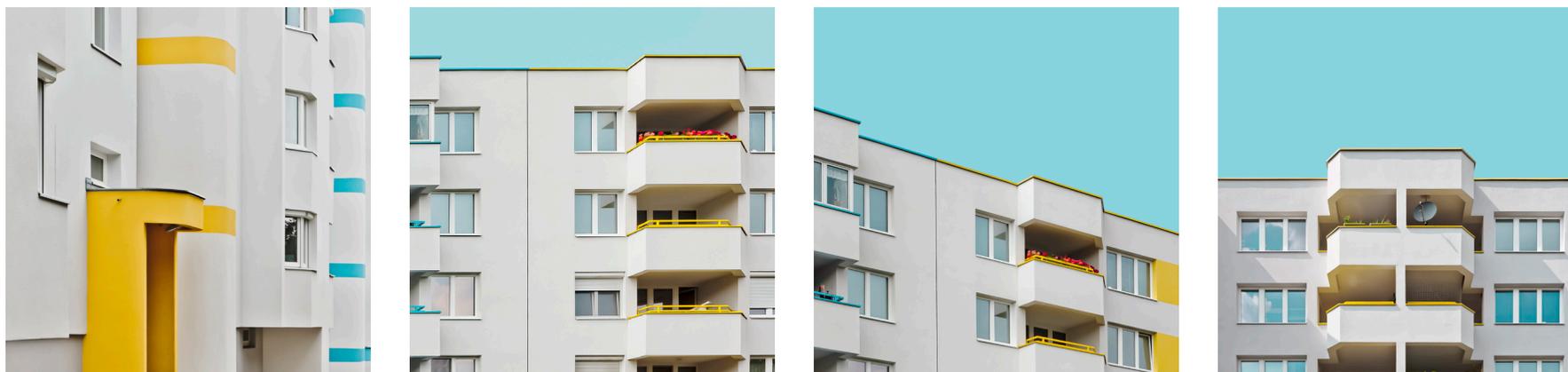
PAUL BAUER | DC 2014

ABOUT THE ARTIST

Born 1983 in Graz /Styria, Paul Bauer currently lives and works in Vienna. Originally working as a graphic designer, he slowly shifted towards photography, generalizing that profession since 2012. Since then, he has worked with various agencies, published in magazines and participated in several exhibitions. His photographic range focuses on architecture, reportage and editorial.

ABOUT THE WORK

Paul Bauer tends to use different formal and conceptual approaches to his architectural works. While some of his series deal not only with architecture itself but also take interconnected social issues into account by making use of stylistic methods deprived from reportage photography, others, like "Study #2", focus just on form. Having studied graphic design and been working as a graphic designer for years, he makes use of that profession to generate a unique visual approach that emancipates itself from its motive - the architecture itself. Intentionally excluding life (or even signs of life) and using unnatural-, artificial perspectives, combined with digital alterations, the buildings merely become templates for his own visual trademark.



Title: from the series *Studie #1*

Size: 50 x 50 cm

Print: C-Print

Edition: 10 + 2AP

Price: Dollar 500,-/ each

Contact:

www.paulbauer.net

mail@paulbauer.net

0043 699 14 02 16 02

ULRIKE BOLLENBERGER | DC 2014

ABOUT THE ARTIST

Ulrike Bollenberger was born in Vienna, Austria, in 1992. She studies photography at the Academy of Fine Arts Vienna.

ABOUT THE WORK

Ulrike Bollenberger grew up fascinated with storytelling. Her work is a visual diary candidly depicting her surroundings with a sense of wonderment, combined with staged scenes emphasizing recurring themes such as decadence, mortality, loneliness and sexuality. Her work describes a world that is lush, colorful, but lost - more than meets the eye.



Title: from the series *Pitiless Sun*

Size: 40 x 60 cm

Print: analog C-Prints

Edition: 5

Price: Dollar 480,-/ each

Contact

<http://ulrikebollenberger.tumblr.com/>

ulrikebollenberger@gmail.com

0043 699 150 41477

SANDRA DE KELLER | DC 2014

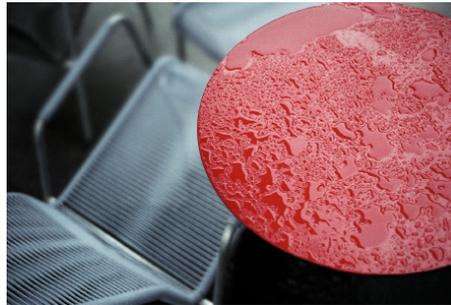
ABOUT THE ARTIST

Sandra de Keller (1978, Geneva) grew up in Salzburg and Ibiza. She studied design at Elisava in Barcelona and worked freelance as a stylist for architectural and design printed media, before fully committing to photography in 2007.

Her projects include series on Japan and Ibiza, the Corrosion Collection and the installation project Renault 4 life. She had her first exhibition in Vienna at the Westlicht Gallery. Sandra's work horse is a Leica M6.

ABOUT THE WORK

The initial inspirations for her work come from ideas about simplicity, naturalness and acceptance of the inevitable; they derive from the atmosphere of desolation, melancholy and the expression of minimalism.



Title: from the series *REDemption* „Searching for red, to free some of me“ / 02 | 06 | 07 | 05

Size: 40 x 60cm

Print: C-Print

Edition: 10

Price: Dollar 750,- /each

Contact:

www.sandradekeller.com

sandradekeller@gmail.com

0034 630 820 322

MORITZ SCHELL | DC 2014

ABOUT THE ARTIST

Born 1977 into a family of artists, his father a theatre director, his mother an actress. Early childhood passion for pictures and painting, frequent museum visits with his parents. Fell in love with photography at the age of seventeen, opening his own studio five years later. Since then working successfully in the field of portrait and fashion photography. His commercial and editorial work is published worldwide. Moritz is known for the vibrant energy of his pictures, crossing the lines between categories and industry standards. Lives and works in Vienna, Austria.

ABOUT THE WORK

The **sur/face**-project is a series of close-up portraits photographed by Vienna-based artist Moritz Schell. It is both an anthropological study and an art project, examining the polarity between existence and appearance, between the face and its representation as a mask. The series is work in progress and growing constantly, aiming to be one day the largest photographic collection of the human face.



Title: from the series „sur/face“, pictures no. 30, 32, 47, 46, 31, 36
Size: 40x55cm
Print: C-Print
Price: Dollar 290,- /each

Contact:
www.thesurfaceproject.com
www.moritzschell.com
moritz@moritzschell.com
cell: 0043 699 101 116 66

HELGA TRAXLER MA Art.

ABOUT THE ARTIST

currently works and lives in Brooklyn/NYC as a Freelance Photographer mainly in Fashion/Portrait and Art-Reportages.
2009-2012: Master Studies in Visual Communication (focus on Photography) graduated at the University of Arts in Linz/Austria
2010-2011: Master Studies *Multimedia Art* at the Faculty of Fine Arts Lisbon/Portugal (focused on Photography/Master-Thesis)
2006-2009: Bachelor Studies in Photography&Graphic-Design at the University of Arts in Linz/Austria

ABOUT THE WORK

„I locate my photographic work at the interface between fashion and art, with strong attention paid to details and colour schemes. Places and structures are superimposed in order to visualise ideas – the focus is always squarely on people. I love to collect moments, collaborate with other artists and travel on my own – it keeps the work-flow alive and broadens the mind.“



Title: from the series ON A DREAMY SUMMERJAM, 2013 - 1 | 2 | 3 | 4

Size: 40 x 60cm

Print: C-Print

Edition: 10 each (signed in verso)

Price: Euro 850,- / each

Contact:

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cell (A): 0043 676 69 76 203

HELGA TRAXLER MA Art.

REFERENCES (SELECTED)

Since 2013: Freelance Photographer for New York Times T-Magazine
2013-2014: Intern at Ryan McGinley Studios (NYC), Photo-Assistance, BTS
Summer 2010: Internship at Walter Schupfer Management, NYC (mainly Production Assistance)
2010-2014: Photo-Reportages for Frieze Artfair, ArtBasel in Miami, Sundance Filmfestival Utah, Mac Cosmetics, Fashionweek in NYC, London, Milan and Paris

AWARDS/GRANTS

Since 2011: Member of the Artists Collective Backlab, Austria
2010: Talent-Support-Award (Land OÖ) in the Category Photography
2009: Editorial Award 2009 - Prize for Fashion Photography by UnitF, Vienna
2009: Nominated for the New York Photo Awards

PUBLICATIONS

Der Standard, Austria
Der Greif, Austria
Biorama, Austria
Woman Magazine, Austria
Dash Magazine, London
Flair Magazine, Austria
Die Zeit, Germany
Bullett Media, New York City
Mac Cosmetics, New York City
New York Times, New York City

GROUP- AND SOLO-EXHIBITIONS (SELECTED)

2013: Fashion - What a Coincidence, Group-Exhibition FotoK, Vienna
2012: Masterpresentation (self-curated): A Clothes Portrait - Notes On Fashion Photography, Gallery Ost, Linz/Austria
2012: Plastikhumor oder Was ist Naturschön?, Group-Exhibition during 12Festival for Fashion&Photography, Vienna
2011: I am just there letting it all happen, Solo-Exhibition, Gallery Kunst im Bad, Linz/Austria
2011: I am just there letting it all happen, Solo-Exhibition, Gallery to be continued, during 11Festival for Fashion&Photography, Vienna
2011: I am just there letting it all happen, Self-Curated Solo-Exhibition at Bacalhoeiro, Lisboa/Portugal
2010: Eight Views - Group-Exhibition during 10Festival for Fashion&Photography at Contemporary Gallery, Vienna
2009: Editorial-Award, Photopresentation at Sempdepot, Vienna
2008: Czesky Krumlov - pozadi, dahinter, behind , Group-Exhibition (CZ)

LAURENT ZIEGLER | DC 2014

ABOUT THE ARTIST

Laurent Ziegler (MA) was born in Vienna, Austria. He is a freelance photographer with a strong focus on people, performative and documentary work. Laurent studied Political Science at the University of Vienna and Copenhagen. In the 90s, he successfully completed educational programs in contemporary dance and film. Laurent seeks exchanges with dancers and media artists at the interface between performance and documentation. He collaborates with Akram Khan, Ko Murobushi, Georg Blaschke and Eva Petric, amongst others, his work is internationally represented in group and solo exhibitions. Besides, Laurent teaches photography as part of an arts in education program in Sri Lanka.

ABOUT THE WORK

„Vom Vergessen“ (4 images)

„Vom Vergessen“ is a work in progress with the photographer Laurent Ziegler and the performer Mirjam Morad. Both artists explore the outer landscape with all their senses, yearn for modes to connect with the inner self, with the image as the key agent in this exchange. „There are windows or wavelengths of perception. They are simultaneous and interwoven at any one moment, but we are tuned only to a certain frequency range.“ (Bill Viola, Statements, 1985). Laurent and Mirjam search for ways of re-living, re-embodying memory that is within their boundaries of perception.

Mirjam Morad is a Vienna based performer with strong ties to Kazuo Ohno, one of the founders of Butoh, an avant-garde performance art in postwar Japan. The artists met in 2008 and began collaborating on various themes, related to Butoh.



Title: from the series „Vom Vergessen“

Size: 45 x 67.5cm, frame size 60 x 82.5cm

Print: fine art paper, framed

Edition: limited edition / series of 10, signed and numbered on the reserve side

Price: Dollar 1.200,- /each

Contact:

www.unstill.net

laurent.ziegler@unstill.net

0043 676 348 7704

LAURENT ZIEGLER | DC 2014

PUBLICATIONS:

Village Voice New York, United States, Wired Magazine New York, United States, Bloomsbury Publishers London, UK, Sky Arts UK, Singapore Arts Festival, Taj Hotel Resorts and Palaces Mumbai, India, Hilti Foundation Schaan, Liechtenstein, Doc! Photo Magazine Warsaw, Poland, Austrian Cultural Forum London, UK, Impulstanz Vienna, Austria, MUMOK Museum of Modern Art Vienna, Austria, Zoom Magazine Milan, Italy

EXHIBITIONS (Selection):

2014 Odaada Gallery Vienna, Austria („Gras“, installation with Georg Blaschke)
2014 Bildraum Gallery 01 Vienna, Austria („Verortungen“, installation with Malika Fankha)
2014 Dance Identity Festival Burgenland, Austria („Gras“, installation with Georg Blaschke)
2013 Impulstanz Festival Vienna, Austria („Gras“, installation with Georg Blaschke)
2012 Eyes On | Monat der Photographie Vienna, Austria („Coming of Age“, group exhibition with Agnes Prammer, Jelena Kopanja and Phil Samhaber)
2012 Kunst in der Kartause Krems, Austria („Reframe #1“, installation)
2011 Tanec Praha Festival, Czech Republic („Vertical Road“, solo exhibition)
2010 Salon XV Vienna, Austria („Chromolab“, installation with Victoria Coeln)
2010 Danube University Krems, Austria (Campus Culture 10th Anniversary, group exhibition)
2008 Wave Photo Gallery Brescia, Italy („Eyes on Japan“, solo exhibition)
2007 BankArt Theatre Yokohama, Japan („Three“, mixed media performance with Sengiku Bando)
2006 Austrian Cultural Forum Washington DC, United States („un|still“, solo exhibition)

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::CONTACT::

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Felix Leutner | co-founder photo::vienna; GF Foto Leutner
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