

Zurich, March 2, 2006

Press Release

HOLGER MAASS SCHÖNFÄRBEREI

March 10 – April 16, 2006

Opening March 9, 2006 6pm

The first artist to open the program is Holger Maass, a German photographer coming from the fashion/show-business. He doesn't simply portrait people but re-arranges well known stories or familiar scenes. The accent lies on the transformed message, the models only function as transporters. Actors, singers, tv-people (mostly known in Germany) or models are co-starring with colorful settings. The last shot was done with singer Nina Hagen.

One may recognize a similarity in style with well known David LaChapelle or Pierre+Gilles. How-ever, the content is different and has its own signature. Holger Maass' focus lies on the story, whereas LaChapelle emphasises the model's character and contrary to Pierre+Gilles' (mostly) gay fantasies, he references archetypes of a broader community. All the pictures are taken in the studio, all props are real (e.g. even fire) and the sceneries are painted stage settings. The shots are then processed on the computer to create this classy, flashy touch. Et voilà!

Holger Maass has won numerous prizes:

Canon ProFashional Photo Award 2005
Nikon Photo Contest International 2004-2005
Epson Digital Portrait Award 2004
International Digital Arts Award 2003
London Photographic Award Globe Gallery 2000

His work has been displayed in New York, Vienna and Munich.

At WIDMER+THEODORIDIS contemporary Holger Maass shows photographs on acrylic glass (100 x 120 cm) and premium digital prints on PVC (250 x 300 cm).