

VIVIANE SASSEN PRESS RELEASE



FRANKFURT AM MAIN, MAY, 2014

VIVIANE SASSEN. IN AND OUT OF FASHION

May 17–August 17, 2014

Press conference: May 16, 2014, 11 am

Opening: May 16, 2014, 7 pm

In the Netherlands and abroad Viviane Sassen is known foremost as an artist, whose surreal, colourful photographs of Africa won her the Prix de Rome in 2007. Alongside her autonomous work, however, she has worked many years as a fashion photographer. Sassen has carved out her own unmistakable style and it is held in high regard. From May 17 until August 17, 2014 the Fotografie Forum Frankfurt will premier **Viviane Sassen. In and Out of Fashion**, a retrospective of her fashion photography from the last 18 years.

This overview presents photographic images, which are influenced by painting and often constructed like a collage with elements of free association. Sassen has developed a personal language that is bewildering – with intertwined bodies, sculptural compositions and abstract forms – and that is always fascinating and full of energy. Sassen's fashion photography is marked by both innovative strength and a surrealistic beauty. In contrast to her free-lance artwork, Sassen's fashion photography is commissioned work that is created in close collaboration with a team of stylists, art directors, models and make-up artists. This enables Sassen to treat fashion photography as the ultimate playground, where she can work quickly and intuitively while enjoying the additional benefits of having a professional team on hand to facilitate her experiments. She calls this her 'Laboratory'. "When models work with Viviane, they abandon themselves," says Carven designer Guillaume Henry. "Viviane doesn't try to make them vulnerable, she just asks them to forget about being a model."

The early work

Viviane Sassen's fashion photography developed from 2000 onwards partly in close and experimental collaboration with the artist, Emmeline de Mooij, with whom she produced photographic series for magazines such as *Purple*, *Re-Magazine* and *Dazed & Confused*. The exhibition in Fotografie Forum Frankfurt includes such a series, *Nudes*. This body of work includes early photos by Sassen and De Mooij that were based on simple ideas and had strange and surprising effects. Here bodies became part of a sculptural investigation that were linked to extensions in the form of objects and clothing, and were turned into an amorphous tangle. The exhibition also includes images from the now iconic series she made for the magazine *Kutt* in 2002, which was a comment on an advertising campaign that Sassen had shot for the Italian fashion house *Miu Miu* the previous year. The models' bodies are so intertwined that it is almost impossible to say what belongs where. According to De Mooij they had worked "in a sort of dream world". Sassen is strongly attached to this type of spontaneity, and her work correspondingly remains free from the fashion world's prevailing codes and conventions.

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The flow of independent creativity

At the Fotografie Forum Frankfurt's exhibition a new projection installation will be created including new works and past classics. More than 300 photos taken from advertising campaigns created for *Carven*, *M-Missoni*, *Stella McCartney/Adidas* and *Levi's*, and from editorials for magazines such as *Pop*, *Wallpaper*, *Numéro*, *AnOther Magazine*, *Purple*, and *Dazed & Confused*, will be shown. This selection changes from venue to venue, and in Frankfurt photos previously not shown, will be included.

The fact that Sassen's fashion images generally arise in the course of an unobstructed creative flow is the focus of this installation: the dynamic, experimental, creative, modern character of contemporary fashion is also evident here. Sassen carries out a modernist research into form that has much in common with the formal experiments of cubism, surrealism and minimalism. Sassen boldly crops her models' limbs to position them as floating objects in the image. She often adds areas of colour to her images or rotates her pictures to free them from the constraints of gravity, all of this to stimulate the viewer's imagination. *In and Out of Fashion* would not be complete without the section called *Foreplay*, images which Sassen makes just before or right after a shoot, revealing the serendipities of the photographic process. This series forms perhaps the most intriguing new genre in Viviane Sassen's oeuvre, producing images marked by an extraordinary abstraction.

Body and form

Sassen works with natural resources like bright sunlight, shadows, and reflections in mirrors, but her images are also constructed using colours, forms and textures. The exhibition shows numerous examples of this, including her collaboration with Dutch top model Anna de Rijk, and a series of 36 portraits of the French stylist Roxane Danset. Having started as a kind of performance, with Danset as a "white Grace Jones, obviously without the singing", this exercise led to strange and unexpected forms that Danset herself describes as "creature-esque". Viviane Sassen's spontaneous, artistic, and characteristically individual approach has ensured that her fashion photography goes far beyond the usual confines of this medium. The fashion domain affords her the space to carry out experiments that generate a reservoir of material, which enable her to develop the language of her autonomous work. The exhibition also furnishes convincing proof that Sassen is developing a visual vocabulary for fashion photography of the future.

Publication

The accompanying monograph to this exhibition, *Viviane Sassen. In and Out of Fashion*, Prestel Verlag, Munich includes texts by Nanda van den Berg and Charlotte Cotton. It is available in hardcover with 260 pages, 250 colour illustrations, and a chronological overview of tear sheets of almost all Sassen's fashion series to date. Price: €49.95 during the exhibition.

A press proof PDF of the book is available on request; please contact Andrea Horvay at presse@fffrankfurt.org.

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Opening

“Viviane Sassen. In and Out of Fashion” will open on Friday, May 16, 2014, at 7pm. Opening speakers are Celina Lunsford, Fotografie Forum Frankfurt; Prof. Dr. Felix Semmelroth, Deputy Mayor of Culture, Frankfurt am Main; Thomas Duhnkrack, Deputy Chairman of the Board, Fotografie Forum Frankfurt; Consul Bernd Scholtz, Head of Culture and Communication Consulate General of the Kingdom of the Netherlands, Düsseldorf.

This exhibition is a cooperation of Fotografie Forum Frankfurt, Studio Viviane Sassen and Huis Marseille Museum voor Fotografie, Amsterdam.

Supported by Mondriaan Fund, Consulate General of the Kingdom of the Netherlands, the City of Frankfurt am Main and the Förderkreis Fotografie Forum Frankfurt e. V.

Special Events

May 17, Saturday, 2 pm

Lecture „About the Art of Viviane Sassen’s Fashion Photography“

Nanda van den Berg, Senior Curator Huis Marseille Museum voor Fotografie, Amsterdam

The lecture will be held in English.

May 17, Saturday, 6 pm

Lecture “Collecting at Huis Marseille Museum voor Fotografie in Amsterdam”

Els Barents, Director Huis Marseille Museum voor Fotografie, Amsterdam

The lecture will be held in German.

Venue

Fotografie Forum Frankfurt
Braubachstraße 30–32, 60311 Frankfurt am Main
Tel. +49 (0) 69 29 17 26, e-mail: contact@fffrankfurt.org
www.fffrankfurt.org

Opening hours: Tuesday, Thursday–Sunday: 11 am–6 pm, Wednesday: 11 am–8 pm, Monday closed.

Admission fee: 6 € (reduced: 3 €)

For more information about the exhibition, including press images, please contact

PRESS CONTACT

Andrea Horvay
Braubachstraße 30–32
60311 Frankfurt am Main
Tel.: +49 (0) 69. 291726
Fax: +49 (0) 69 28639
Email: presse@fffrankfurt.org
www.fffrankfurt.org

Viviane Sassen (Amsterdam, 1972) was awarded the Prix de Rome in 2007 and the ICP Infinity Award for Applied and Fashion Photography in 2011. Her much-lauded personal work, which unlike her fashion work arises in contemplative isolation and on remote journeys, especially in Africa, has been collected in publications including *Flamboy* (2007), *Parasomnia* (2011) and *Die Son Sien Alles* (2012). Her work has been exhibited in museums all over the world, including the MoMA in New York, the LACMA in Los Angeles, the FORMA in Milan, the Kunsthalle in Vienna, and numerous other locations in France, Australia, Korea, the UK, South Africa and Nigeria. Viviane Sassen lives and works in Amsterdam.

1972 born in Amsterdam, The Netherlands
1974–77 lived with her family in Kenya, where her father worked in a polio-clinic
1990–92 studied fashion design at Hogeschool voor de Kunsten Arnhem, The Netherlands
1992–96 studied photography at the Hogeschool voor de Kunsten Utrecht, The Netherlands
1996–97 received Master of Fine Arts at the Ateliers Arnhem, The Netherlands

SOLO EXHIBITIONS

2014

In and Out of Fashion, Fotografie Forum Frankfurt, Germany (17.05–17.08.2014)
Viviane Sassen. UMBRA, Nederlands Fotomuseum Rotterdam, The Netherlands (8.03–1.06.2014)
In and Out of Fashion, SCAD Museum of Art, Savannah USA
Pikin Slee, Stevenson, Cape Town, South Africa

2013

In and Out of Fashion, Rencontres d'Arles, France; Scottish National Portrait Gallery, Edinburgh
Three Magj, Kunstverein Arnsberg, Germany

2012

In and Out of Fashion, Huis Marseille Museum for Photography, Amsterdam, The Netherlands
There There, Crawford Gallery, Cork, Ireland
Youth Code, Photo Biennale Daegu, Daegu, Korea
Parasomnia, Stevenson, Cape Town, South Africa

2011

Sketches & Flamboy, Fotohof, Salzburg, Austria

2010

Moshi, Michael Stevenson Gallery, Cape Town, South-Africa
Sketches & Flamboy, Kominek Gallery, Berlin, Germany
Flamboy, Musee Chateau d'Eau, Toulouse, France; Danziger Projects, New York, USA; FORMA, Milano, Italy

2009

Flamboy, Galerie van den Berge, Goes, The Netherlands

2008

Flamboy, FOAM photography museum, Amsterdam, The Netherlands; De Gang, Haarlem, The Netherlands

2007

As the crow flies, Museum Jan Cunen, Oss, The Netherlands

2006

Die son sien alles, Motive Gallery, Amsterdam, The Netherlands

2005

Realm, i.c.w. Emmeline de Mooij, Motive Gallery, Amsterdam, The Netherlands

2001

I see you gorgeous blossom special, Fotofestival Naarden, Naarden Vesting, The Netherlands

SELECTED GROUP EXHIBITIONS

2012

Six Yards Guaranteed Dutch Design, Museum for Modern Art, Arnhem, The Netherlands
Junge Menschen, Museum Winterthur, Zurich, Switzerland

VIVIANE SASSEN CV



2011

New Photography, Museum of Modern Art, New York, USA

'No fashion please', Kunsthalle Wien, Vienna, Austria

Figure and Ground: Dynamic Landscape, Museum of Contemporary Canadian Art (Contact Photography Festival)

2010

Africa, The Margulies Collection at the Warehouse, Miami, USA

Lagos Photo, Lagos, Nigeria

Flamboya, Brighton Photo Biennial, curated by Martin Parr, Brighton, UK

2008

Cover Project, Art Aids, icw Martine Stig, AMC, Amsterdam, The Netherlands

2007

Dutch Fantasy – Nouvelles images de mode Néerlandaises, Institut Neerlandais, Paris, France

2006

Spooky, Het Gebouw, Utrecht, the Netherlands

Die Liebe zum Licht, Städtliche Galerie, Delmenhorst, Germany

2003

Rotterdamse Design Prijs, Museum Boijmans van Beuningen, Rotterdam, The Netherlands

2002

Flowers, Wetering Galerie, Amsterdam, The Netherlands

2001

Goeie foto's, Aschenbach & Hofland galleries, Amsterdam, The Netherlands

2000

Kinship, Amsterdam Centrum voor Fotografie, Amsterdam, The Netherlands

1999

Tegenlicht, Paraplufabriek, Nijmegen, The Netherlands

AWARDS

2011

Infinity Award for Applied/Fashion/Advertising Photography, International Center of Photography, New York, USA

2009

Paris Photo, Motive Gallery, Paris, France (nomination BMW prize)

Finalist Best Book Award for *Flamboya*, Rencontres-Arles, France

Finalist Kees Scherer prize for *Flamboya*, Fotofestival Naarden, The Netherlands

2007

Art Amsterdam, Motive Gallery (nomination Thieme Art Award), The Netherlands

Nomination KLM Paul Huf Award, Amsterdam, The Netherlands

Prix de Rome, The Netherlands

BIBLIOGRAPHY

2014

Pikin Slee (Prestel, ISBN: 978-3-7913-4953-4)

2012

In and out of fashion (Prestel, ISBN 978-3-7913-4828-5)

Roxane (Oodee Publishing, ISBN 978-0-9570389-1-2)

2011

Die Son Sien Alles (Libraryman, ISBN 978-91-86269-19-7)

Parasomnia (Prestel, ISBN 978-3-7913-4521-5)

2010

Sketches (Kominek)

2009

Sol & Luna (Libraryman, ISBN 978-91-86269-24-1)

A day in the life of (Libraryman, ISBN 978-91-86269-04-3)

2008

Flamboya (Contrasto, ISBN 978-88-6965-139-7)

VIVIANE SASSEN EXHIBITED WORKS



HOOVER, 2012
For »POP Magazine«
120 × 180 cm
Ultrachrome print



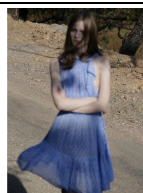
#3, 2003
From the ›Kutt‹ magazine series
120 × 180 cm
Ultrachrome print



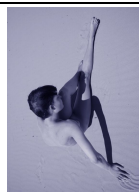
NEST, 2010
From the ›Sol & Luna‹ series
118 × 84 cm
Ultrachrome print



BIG HEAD, 2010
Für »purple« Magazin
37 × 30 cm
Epsilon C-Print onFuji, mat
Mounted on aluminum



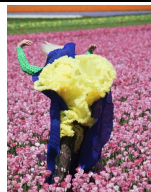
BLUE DRESS, 2008
For »Wallpaper magazine«
118 × 84 cm
Ultrachrome print



BLUE BIRD, 2010
From the ›Sol & Luna‹ series
118 × 84 cm
Ultrachrome print



BLUE NIPPLE, 2010
For »Double magazine«
84 × 118 cm
Ultrachrome print



IN BLOOM, 2011
For »Dazed & Confused« magazine
120 × 180 cm
Ultrachrome print

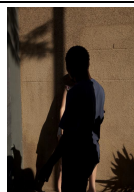
VIVIANE SASSEN EXHIBITED WORKS



UNTITLED # 01 (Lisanne & Katie), 2011
120 × 180 cm
Ultrachrome print on Epsilon lustre
Mounted and framed with museum glass



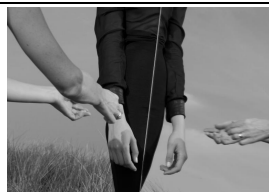
UNTITLED # 02 (Anna), 2011
120 × 180 cm
Ultrachrome print on Epsilon lustre
Mounted and framed with museum glass



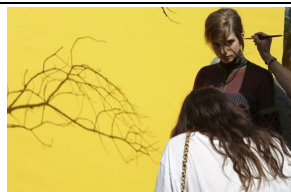
UNTITLED # 03 (Mirte), 2011
120 × 180 cm
Ultrachrome print on Epsilon lustre
Mounted and framed with museum glass



UNTITLED # 04 (Marique), 2012
90 × 60 cm
Ultrachrome print on Epsilon lustre
Mounted and framed with museum glass



UNTITLED # 05 (Sheila & Anna), 2011
60 × 90 cm
Ultrachrome print on Epsilon lustre
Mounted and framed with museum glass



UNTITLED # 06 (Caterina & Grace), 2011
60 × 90 cm
Ultrachrome print on Epsilon lustre
Mounted and framed with museum glass

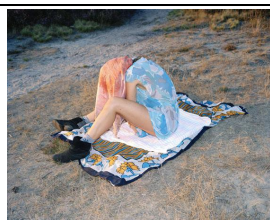


CORN, 2005
From the ›Realm‹ series
125 × 100 cm
Chromogenic print on Fuji Archive mat
Mounted and framed with museum glass



ANANAS, 2003
ArtEZ workshop
50 × 36 cm
Epsilon C-Print on Fuji, mat
Mounted on aluminum

VIVIANE SASSEN EXHIBITED WORKS



FOUNTAIN, 2005
From the ›Realm‹ series
80 × 100 cm
Chromogenic print on Fuji Archive mat
Mounted and framed with museum glass



WINDOW, 2010
From the ›Sol & Luna‹ series
45 × 30cm
Epsilon C-print on Fuji mat
Mounted on aluminum



GRAPES, 2010
From the ›Sol & Luna‹ series
60 × 40 cm
Epsilon C-print on Fuji mat
Mounted on aluminum



NO TITLE, 2010
›Now listen‹ series, for ›Dazed & Confused‹ magazine
30 × 40 cm
Chromogenic Print on Fuji mat
Mounted on aluminum



BIRD, 2005
From the ›Realm‹ series
80 × 65 cm
Chromogenic Print on Fuji mat
Mounted and framed with museum glass



E'S JACKET, 2005
From the ›Realm‹ series
100 × 80 cm
Chromogenic Print on Fuji mat
Mounted and framed with museum glass



TREE TONGUE, 1996
40 × 55 cm
Epsilon print on Fuji mat
Mounted and framed with museum glass



MIMI, 2007
From the ›Realm‹ series
50 × 40 cm
Chromogenic Print on Fuji mat
Mounted and framed with museum glass

VIVIANE SASSEN EXHIBITED WORKS



AFTER MALEVICH, ca. 1995
30 × 45 cm
Epsilon print on Fuji mat
Mounted and framed with museum glass



Series ›Roxane‹
36 photos of
16 × 24 cm
Epsilon C-print on Fuji mat
Mounted on aluminium



ELEPHANTA
From the ›REALM‹ series
80 × 65 cm
Analogue / Chromogenic Print on Fuji Archive mat
Mounted and framed with museum glass

Analemma: Slideshow Fashion Photography 1997-2014
Beamer projection of ca. 300 fashion photographs
Loop, ca. 45 min

4 showcases with magazines, sketchbooks, polaroids, photographs and other related material

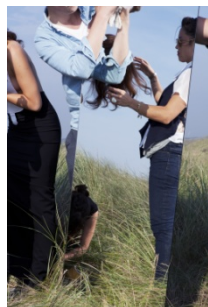
VIVIANE SASSEN PRESS IMAGES

VIVIANE SASSEN. IN AND OUT OF FASHION

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vivianesassen_31203.jpg

Untitled # 02 (Anna), 2011,
from the “Foreplay”, series,
© Viviane Sassen



004ab_double.jpg

© Viviane Sassen for Double
Magazine



018b_s&l_PR.jpg

Nest, 2010, from the
“Sol & Luna” series,
© Viviane Sassen



IMG_8245.jpg

Grapes, 2010, from the
“Sol & Luna” series,
© Viviane Sassen



MIMI.jpg

Mimi, 2007, from the “Realm” series,
© Viviane Sassen



131b_numero.jpg

© Viviane Sassen for
Numéro



036ab_dazed.jpg

In Bloom, 2011, for Dazed &
Confused Magazine, © Viviane
Sassen



129b_kutt.jpg

#3, 2003, for Kutt Magazine,
© Viviane Sassen



066b_mixte.jpg

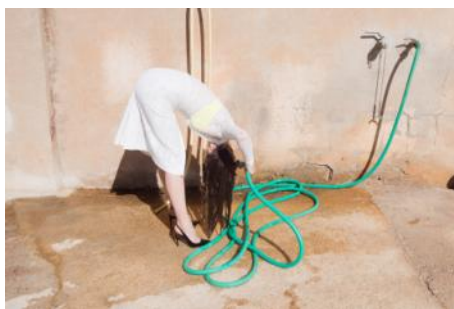
Quicksande, 2007, for
Mixt(e) Magazine, ©
Viviane Sassen

VIVIANE SASSEN PRESS IMAGES



074a_acne.jpg

© Viviane Sassen for Acne Paper



010ab_double.jpg

© Viviane Sassen for Double Magazine



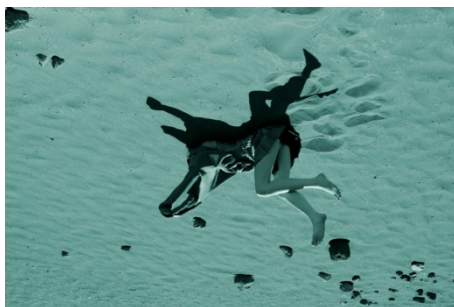
050a_realm.jpg

E's Jacket, 2005, from the "Realm" series, © Viviane Sassen



108_Sol&Luna.jpg

© Viviane Sassen, from the "Sol & Luna" series



098ab_pop.jpg

Hoover, 2012, for POP Magazine, © Viviane Sassen

The offered photos may be published exclusively in connection with the exhibition "Viviane Sassen. In and Out of Fashion", Fotografie Forum Frankfurt, May–August 2014 or this press release.

Press material

For press images and more information about the exhibition, please contact Andrea Horvay by telephone +49 (0) 69 29 17 26 or by email at presse@fffrankfurt.org.

PRESS CONTACT

Andrea Horvay
Braubachstraße 30–32
60311 Frankfurt am Main
Tel.: +49 (0) 69. 291726
Fax: +49 (0) 69 28639
Email: presse@fffrankfurt.org
www.fffrankfurt.org