

PRESS RELEASE

15 December 2011

AXEL PFENNIGSCHMIDT - THE 2ND GLANCE – PHOTOGRAPHS

Opening: Thursday, 12 January 2012, 6.30 – 9.30 pm

Exhibition dates: 13 January – 30 March 2012

VILLA KENNEDY Kennedy Allee 70, 60596 Frankfurt/Main

On 12 January 2012, the Villa Kennedy will be opening the exhibition, THE 2ND GLANCE, by Berlin photographer Axel Pfennigschmidt.

THE 2ND GLANCE is a series of abstract photographs that invite the onlooker to take part in a small experiment: When you were a child, did you also like doing those puzzles where you had to look at a detailed view from a greatly enlarged photo and guess what everyday object was being shown? And did you often find yourself staring at secretive lines and patterns that seemed as far away as magic realms or distant planets? And then, all of a sudden it clicked, and you knew you were looking at a perfectly normal object and what it was. And, in the process, this mundane object had taken on something magical.

The photographs being shown by Axel Pfennigschmidt in his series THE 2ND GLANCE, which were taken in the large cities of the world like Marrakech, Buenos Aires, Cape Town, New York, Rome and Berlin, work along the same lines. They present fragments of images that were once glued, painted, sprayed or scratched onto the walls of buildings. Photographed close up and affected by the interplay of light and shadow, different forms and layers, they are transformed into abstract, pictorial images.

Axel Pfennigschmidt is inspired in his photography by the collages of Nouveau Réalisme from the 1960s. However, he turns their concept on its head. While the new realists created collages out of torn-off fragments of posters, newspapers and similar materials which aimed to provoke the onlooker with their triviality, Axel Pfennigschmidt finds existing poster fragments and street art citations in the urban world and, without going through the creativity process of the new realists, presents us with those magical moments from our childhood described above. His principle is not "to create beauty from the mundane", but rather "the mundane is beautiful".

It is only logical that the photographs of Axel Pfennigschmidt have not been digitally edited anywhere. He leaves all of the motifs, image details and colours exactly as he originally photographed them on site. The enlargement of reality is legitimate, as it draws the attention of the onlooker into the level of the second glance.

Axel Pfennigschmidt has been working as a photographer since his student days. After completing his degree at the University of the Arts in Berlin, he worked for many years at various advertising agencies in Hamburg, Frankfurt, New York and London. Since 2006, he has been a member of the Pulk creative network, which is based in Berlin.

CONTACT

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