

BILDERBUCH: THE PICTUREBOOK OF ELIZAVETA PORODINA

11.10. – 16.12.2017

Opening: 10.10.2017, 7pm

Elizaveta Porodina and Bilderbuch will be present

A room coloured in an intense blue, windows with a view on the sky and the sea, and in the center a dance pole with a man swinging on it – it's **Maurice Ernst from Bilderbuch**. Under the direction of **Elizaveta Porodina** the four members of the **Austrian cult band** are dancing in a set of mirrors, smartphones, a vacuum cleaner, golden cups and a cat – inviting viewers to their **»Bungalow« (2017)**. The popular music video is not the only result of the collaboration between the 30-year-old photographer and the internationally acclaimed Viennese band. Image campaigns, **portrait shoots and most recently the hit video for »Baba« (2017)** also originated from the liaison with Porodina. Invariably, the photographer creates particular, self-consistent, often bizarre-looking dream worlds, where every detail and colour is a perfect match.

OstLicht Gallery presents the first comprehensive solo exhibition of the upcoming artist, whose work firmly positions itself at the **interfaces of fashion, portrait and documentary photography**. Born in 1987 in Moscow, she moved with her family in 2000 to Munich, where she studied clinical psychology. At the same time, she worked in different fields of visual media such as illustration, drawing or digital painting, until she turned to photography at the age of 22. Overwhelmed with happiness, which she felt during her first lookbook photo shoot for a young designer, she decided to devote herself entirely to photography.

In addition to her **photographic work for Vogue, Hugo Boss, Louis Vuitton & Co**, Porodina has inspired people beyond the fashion world with her personal projects and her atmospheric, iconic portraits. Thanks to the cinematographic character of Porodina's sets, and comparable to Helmut Newton, who alongside Irving Penn and Gordon Parks has been a key inspiration for her work, her photographs are always pointing to a larger story behind the single image. Through carefully arranged settings and artistic lighting, Porodina constructs **narratives that lead you into colourful fantasy scenarios or dramatic black & white stories**. Distorted glass objects and reflections are recurring props of her stagings, touching upon such themes as identity, reality and gender roles.

The photographs are pigment prints on baryta paper available in a limited edition in two formats.
For any purchase enquiries please refer to **Judith Reisinger**, reisinger@ostlicht.at.

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Opening hours

Wed–Sat 12–6pm,
and by appointment