



Martin Schoeller

Portraits

Exhibition from November 21, 2014

CWC GALLERY · Auguststrasse 11–13 · 10117 Berlin · Germany

Opening hours: Tuesday–Saturday · 11 a.m.–7 p.m.

The exhibition shows a special part of the artist's body of work that has been never exhibited before. With more than 60 works, »Portraits« shows Martin Schoeller's incomparable approach to the genre of contemporary portrait photography.

Tony Hawk with a skateboard on his kitchen counter, Steve Carell's face covered in Scotch tape or a beautiful, windblown Cate Blanchett, presented black and white, direct and real: The works of Martin Schoeller once more overthrow the conventional interpretation of the portrait photography genre and give the viewer a new perspective on the protagonists. With much fun and dark humor, Martin Schoeller stages famous actors, politicians, athletes, hosts, artists and musicians such as George Clooney, Jeff Koons, Robert De Niro, Iggy Pop, Hillary Clinton, Christoph Waltz, Meryl Streep or Michael Douglas without undermining their persona or humanity. The vividly colored and staged scenes masterfully play with the characterizations and clichés of the celebrities. The rich details in the large-sized portraits expose the normality and approachability of the protagonists while the classic black and white prints show the beauty and humanity. In the exhibition, the recipient is not only required to view the works, he is also invited to be amused, to laugh, to be astonished and to ruminate.

Martin Schoeller's strategic approach to portray people as individuals gives direct and pure insight into the souls of the subjects. In his highly successful and ongoing series »Close Up« released in 2005, Schoeller showed us hyper-detailed portraits, challenging our perceptions of the subjects and view of celebrity-at-large. In the new exhibition, featuring an impressive body of work by the artist, Martin Schoeller stages a unique world by juxtaposing iconographic aspects and personal details that shed light on the celebrities with a new and slightly exaggerated point of view. Fiction and reality becomes one to create new, fantastic and always surprising imagery.

The stunning photo book »Portraits« by Martin Schoeller is published by teNeues and available in October 2014 worldwide.

About Martin Schoeller

Martin Schoeller, born in Munich in 1968, is one of the most important and renowned contemporary portrait photographers. After studying photography in Berlin at the prestigious Lettverein and in Hamburg, he worked as Annie Leibovitz's assistant in New York for four years before starting his own career in 1996. He had his first solo exhibition in Germany at CAMERA WORK and has subsequently been shown in numerous exhibitions worldwide. Martin Schoeller regularly works for acclaimed magazines such as »GQ«, »Entertainment Weekly«, »National Geographic« and »Time« and is, like Richard Avedon before him, an editorial photographer for »The New Yorker«.