

## HANNES SCHMID: ROCKSTARS

At OPEN SPACE, ART COLOGNE 2009, Galerie Nicola von Senger is proud to present a photographic exhibition consisting of an exciting body of work that has never been shown before.

Hannes Schmid, born in Switzerland in 1946, looks back on a very successful career as a professional photographer with a wide recognition and a large body of well-known work in several areas such as fashion, advertising, motor-sports, travel reportage and music.

After extensive travels in Africa and South-East Asia in the mid-seventies, Hannes Schmid made a name for himself in Rock and Roll photography and emerged as one of the worlds most widely reproduced photographers in that domain. To him, the camera has always also been a means for opening doors to exciting adventures all over the world, first during his travels and now to a whole new world of Rock and Roll. Rock and Roll entered a new golden age in the late seventies, with punk, new wave and the first video-clips appearing. Hannes Schmid's images of immortal rock stars such as Roxy Music, Van Halen, Motörhead, KISS, The Who, The Police, Frank Zappa, AC/DC and many more became the icons for generations of fans and decisively influenced and even defined the look of rock and roll for the period.

Moreover, Hannes Schmid formed intimate relationships with many of the most praised artists of the time, travelling and living with the bands and going on holiday trips with them. In this, he was quite the opposite of a modern-day paparazzo: he kept himself in the background and was accepted as one of them. Taking advantage and being aware of the exclusivity of these rare and unique moments, he created authentic and intimate portraits of star icons in situations never seen before. His archives contain around 70'000 photographs, of which the major part has never been released or exhibited. Precisely observed, surprisingly captured and profoundly personal, these images, yet to be discovered, are a most valuable addition to the visual archive of the canon of popular culture.

The exhibition booth of Galerie Nicola von Senger at OPEN SPACE, ART COLOGNE 2009, consists of three large blow-ups printed as photographic wall paper covering the three walls entirely. The photographs display a crowd of cheering fans at KISS, STATUS QUO and BOSTON concerts. Additionally, a display table will present a selection of photographs in folders. Three categories of photographs will be shown: backstage, fans and at home. While the backstage pictures are an expansion back in time of a well-known genre, the pictures at home show a more intimate and personal side of rock stars at the height of their popularity. Quite unusual are the images of cheering fans at concerts; instead of showing the stars themselves, these photographs show us their audience and by this reflect the stars' image and like a mirror remind us of how their cult is made up and maintained.

With this exhibition Galerie Nicola von Senger stays true to its reputation for crossing boundaries and introducing new influences into the art world. Iconic images that are still widely reproduced are now supplemented with unique intimate insights. This visual material, so far treated in between the spheres of popular culture and documentary photography is being reconsidered in a new context.

A selection from this unique archive will be published by Edition Patrick Frey in August 2009 under the title „Hannes Schmid Rockstars“ (Hardback, ca. 210 pages, 200 fullpage colour prints, 230 x 307 mm, ISBN 3-905509-84-7, EUR 68.00 / CHF 98.00).