

For immediate release

ANJA CONRAD

Perfect Icons

April 21 - May 19, 2002

South London Holding Company is pleased to announce an exhibition of images by Frankfurt-based photographer Anja Conrad.

In her current and ongoing series, Conrad has been producing epic-style interpretations of her friends and family involved in domestic activities. The images included in *Perfect Icons* are borne from an essentially traditional form of photography; the medium receiving and recording what it finds, serving a preservative function by creating an arbitrary frame around circumstances culled from everyday life. Through a combination of acquired skills, acute observation and a series of rendezvous with chance, Conrad pursues an investigation of life's activities, elucidating our modern existence and its relation to advertising imagery, still and documentary photography and contemporary portraiture.

Having the ability to enthrall not only because of matter-of-fact objectivity and materiality but because of the image's thwarting of photographic gimmickry and perseverance in capturing a clearly-defined, unconstructed reality, what is offered is elaborateness without contrivance; each work depicting pure, authentic existence. Taking steps towards the redefinition of seemingly trivial facets of being, Conrad stands beside numerous other contemporary German photographers, though rather than concentrating on architectonic structures or landscapes, the focus is upon the microcosm of private space and personal activity to expound on and illuminate the wonder of our everyday existence.

Selected especially for *Perfect Icons* are images from a grouping of Conrad's photographs entitled 'Birds of Paradise', which include images of intimates imbibing their favorite beverages. Each image, titled in Latin after the bird that each individual characterizes due to the shape and color of their beak, which each raised beverage container mimics, depicts the subjects, cast as themselves and volunteering their every movement to be recorded. Contextualized by the format and location in which they are here presented, the images are not only a portrayal of friends and family but a reflection of local denizens, as the neighborhood is recognized for its vibrant nightlife. Through this specific presentation, the image and the viewer cross-pollinate, allowing a reconsideration private and public roles and offering a point of observation in which the beholder is able to contemplate the significance of these roles within a broader framework.

Perfect Icons will be on display 24 hours a day, April 21st through May 19th, 2002 at the following locations:

Publicity Lightbox, Intersection of Old Street and Hoxton Street, London, E2

Publicity Lightbox, Rivington Street, London, E2

Anja Conrad will also be exhibiting at Sammlung Essl, Klosterneuburg, Austria in April 2002. Other recent exhibitions have included *Sensation des Alltäglichen*, Museum für Communication, Frankfurt and *25 Jahre Eingelebtes - Tassilo von Grolman Design / fotografiert von Anja Conrad*, Design Haus, Darmstadt, Germany and Weimar, Germany.

For further information, please contact: holdingcompany@hotmail.com