



NADINE DINTER [PR](#)

## P R E S S R E L E A S E

### Ellen von Unwerth: Heimat

**Press preview:** Thursday, 14 September 2017, 2 pm – 3.30 pm

**Opening:** Thursday, 14 September 2017, 6.30 pm (by invitation only)  
The artist will be present

**Exhibition:** 15 September – 11 November 2017

**Location:** IMMAGIS Fine Art Photography, Blütenstrasse 1, 80799 Munich



Ellen von Unwerth, Tête à tête, Bavaria, 2015, © + Courtesy Ellen von Unwerth

Following a passionate kickoff in Los Angeles, the Munich Gallery **IMMAGIS** will open on **14 September 2017** the exhibition HEIMAT with more than 30 works from the book of the same title by German star photographer **Ellen von Unwerth (\*1954)**. Right in time for Oktoberfest, von Unwerth invites viewers on a photographic journey through her childhood homeland of Bavaria. Her lavishly staged series delights with erotically charged images tinged with a touch of nostalgia and full of lust for life.

In her eponymous photography book from which this exhibition was curated, the native of southern Germany presents her repertoire inspired by Helmut Newton, relating humorous, lively, and cheeky narratives featuring a mostly female cast. Her images convey a strong love for nature, a seemingly omnipresent religiosity, and a playful approach to the attributes and attractions typical of the region, making a visit to this exhibition both a sensual and visual treat.

Von Unwerth's visual ode to her **Heimat** (German for "homeland") combines old-world charm with fresh, provocative eroticism, cheerfully subverts traditional gender roles, and shows that even lederhosen can be glamorous. Viva Bavaria!



Ellen von Unwerth, Look of Love (left) / from the series "Heimat" (right), Bavaria, 2015, © + Courtesy Ellen von Unwerth

**Ellen von Unwerth** worked as a top model in the fashion industry for ten years, before taking up the camera to become one of the world's most sought-after fashion photographers. Her photographs have appeared in countless magazines, including *Vogue*, *Interview*, *Vanity Fair*, and *iD*, and she has worked on high-profile advertising campaigns for the likes of Victoria's Secret, Banana Republic, Guess, Diesel, and Chanel. The fashion and music photographer lives and works in Paris and New York.

**About the book: Ellen von Unwerth: Heimat**, published by TASCHEN, Ellen von Unwerth, Mark Schulz; hardcover in clamshell box, 33 x 44 cm, 454 pages, Price: €750; ISBN 978-3-8365-2887-0 (German, English, French).

**About IMMAGIS Fine Art Photography:** The gallery IMMAGIS was founded in 2009 by Kathrin Köhler, and specializes in contemporary photographic art. IMMAGIS stands for excellent, classic, and extravagant positions from the international photography scene; from the world's leading photographers to emerging young talents. IMMAGIS has been based in Munich's museum district since 2016. More information at: [www.immagis.de](http://www.immagis.de)

**In cooperation with:**



Perfectly located in the heart of Munich's old town, the Mandarin Oriental, Munich marks a symbiosis of the classic style of the Neo-Renaissance and traditional Bavarian elegance, combined with contemporary luxury. From September 15 to October 3, 2017, further photographs by Ellen von Unwerth will be on view in the lobby Lounge and at Bar31, courtesy of Gallery IMMAGIS.

**IMMAGIS Fine Art Photography, Kathrin Köhler | Blütenstrasse 1, 80799 Munich**  
Tel: +49 151 41935868 | Tue - Fri, 2-6pm, Sat 11am-2pm and by appointment

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