

# IMAGO

## IMAGO BRINGS LIFE-SIZED PORTRAIT PHOTOGRAPHY FOR FIRST TIME TO CHINA

The IMAGOgraphy, a worldwide unique photographic technique enabling the creation of analog life-sized full-body portraits, comes to China. Made possible by the partnership with Memorieslab, a Hong Kong based premium online photo lab, IMAGO will bring its space-filling mobile IMAGO Photour® Camera to 10 Corso Como gallery in Shanghai. Together with the exhibition “Black Out” shot by Ellen von Unwerth, this interactive object d’art will be displayed for portrait sessions every day. This first station of the tour will open on the 30<sup>th</sup> of October.

The IMAGO Photour® camera is an interactive object d’art and provides a unique experience for a highly attractive style of portrait photography. Its size makes it possible for guests to step inside and take a self-portrait without the participation of others. Inside its body the camera surprises users with a mirror image of themselves – true sided. The focus on the moment of the self-timer is one of finding oneself. The camera’s technique involves direct exposure onto a special paper, solely created for IMAGO cameras, with no intermediary involved. Hence each portrait is unique, a valuable work of art.

Being modelled on the historic IMAGO Berlin Camera the exhibited IMAGO Photour® is the result of a one-year development program by an international team under direction of Susanna Kraus. It carries forward the concept in mobile form. Constructed by her son, the boat-builder Jakob Kraus, it continues the family venture. Assembled of more than 80 components the camera had to be shipped in a container overseas.

Memorieslab dedicates this exhibition tour on occasion of its online gallery launch to the black-and-white photography. The tour will continue to Hong Kong, Milan and Paris. Meanwhile the historical IMAGO Berlin Camera will still be available as usual at Aufbau Haus at Berlin’s Moritzplatz.

