

PRESS RELEASE
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Viviane Sassen (Amsterdam) receives the David-Octavius-Hill-Medal of the German Photography Academy (DFA-Deutschen Fotografischen Akademie), together with the Arts Award 2015 from the city of Leinfelden-Echterdingen

The Dutch photographer, Viviane Sassen is one of the most respected photo-artists of the past few years. After several award-winning book publications and exhibitions of international renown, she will be awarded the prestigious David-Octavius-Hill-Medal of the DFA on 25th April 2015 along with the Arts Award of the city of Leinfelden-Echterdingen. In addition, an exhibit of her current project, “Pikin Slee” will be shown in the Altes Rathaus Musberg Gallery as well as in the Leinfelden-Echterdingen city archive.

Viviane Sassen studied fashion design, art and photography in Arnhem and Utrecht. Since 1992, she has worked as a photographer with a focus on fashion and artistic photography. A particular attraction of her work consists of effortlessly transcending genre boundaries. Often, with very simple means, such as the use of mirrors, colored transparencies and rotating images, Viviane Sassen creates vivid disassociations and concise compositions.

Her images have been published in leading magazines and exhibited worldwide in museums such as, the Rijksmuseum Amsterdam, the Kunsthalle Wien, the Staatsgalerie Stuttgart, the Museum of Modern Art in New York.

Viviane Sassen grew up in east Africa and has, therefore, a special connection to places in the world that normally don't appear on the landscape of fashion and in artistic photography. The group of work entitled, “Pikin Slee”, that will be shown in Leinfelden-Echterdingen is an impressive example of this. Sassen's images introduce the European public to a new perspective of the so-called third world: instead of clichés of misery, she shows satisfied lives, colorful situations and,

at the same time, avoids every nuance of exotic kitsch. These images are as beautiful as they are complex. They come close to people and their lives in a foreign place, yet keep a respectful distance by giving the displayed figures an aura of mysteriousness that protect them from all-to-quick interpretations.

Viviane Sassen will receive her award on 25th April 2015 during the DFA-conference in Leinfelden-Echterdingen.

The DFA is the oldest professional photography association in Germany (founded in 1919 as the Society of German Photographers). They primarily create platforms, such as conferences, for the discourse of artistic photography in theory and practice that are free and open to the public. The DFA has awarded the David-Octavius-Hill-Medal, which is not endowed, since 1955. Since 1988, this honor has been awarded in association with the Arts Award of the city of Leinfelden-Echterdingen, the home of the DFA Archives. This award is endowed with € 5,000 and has been awarded in the past to Alex Webb, Robert Häuser, Joan Fontcuberta and John Hilliard, among others.

Report by
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