Zurich Development Center

Exhibition KATRIN FREISAGER
2001-2002
CALIDA

Calida, C-print on Aluminium,

Miss Freisager started her photography career as a press photographer. She is one of the very few Swiss photographers who managed to win the prize for the "World Press Photo Award". After winning this award in 1995, she started showing her works in museums and galleries even though she never stopped working for the advertising, fashion, and press industry. Miss Freisager has never been interested in typical journalistic or advertising, etc photography which is too much about information, about uncovering a truth which never exists, and too much dictated by trends, to her mind. Even though she is interested in showing the world to a broader public, she wants to show it in her way: and this is full of contradictions and irritations, looking for fragile balances between attraction and repulsion, and using all kinds of gestures coming from photographic genres and media she's working for. So even though the photography series "Calida" has been shown from the beginning in art institutions, it was produced as a journalistic commission for a popular Swiss

magazine, in which most of the photographs were published. The published images have initiated a vivid public discussion about reality and its ways of representation - uncovering the modes of production and the working conditions in the home country of CALIDA, as much as in the production satellites. Insofar the artist raised not only questions about work ethics, but also the central questions about the meaning, the function and the aim of art: art as a way to provoke irritations, to raise questions and unveil uncertainties.

True to her conviction that people are not just material for journalistic reports, Miss Freisager asked the women working for CALIDA to come to her studio in order to take their portraits -as it is done for VIP's.The resulting portraits witness a striking directness and openness towards the portrayed as much as they reveal a great sensibility of the photographer. The photographs get an inner and outer life, as if we could feel the contradictions between what can be seen and what remains hidden. KF