



GANZ IN WEISS

Fotografien von Elvira Rodriguez Puerto
Einladung

Foyer exhibition Ganz in Weiss (All in White) – Photographs by Elvira Rodriguez Puerto

**From 14th October 2014 until 1st March 2015
tim | Staatliches Textil- und Industriemuseum Augsburg**

The powerful photographs from Havana-born artist Elvira Rodriguez Puerto captivate the viewer. With unerring directness Puerto's images manage to capture the dignity and individuality of the women she portrays, who are clad in no more than white paper. The artist's technique reveals with dignity and integrity the unique beauty of these women, thus successfully transcending traditional perceptions of female beauty.

And yet these photographs represent but one phase of a large-scale performance project in the course of which Elvira, in numerous European cities, has individually cocooned over 1000 women in white paper dresses in an act of spontaneous design. Both the creation of the dresses and the shooting of the photographs took place in lively dialogue between the women and the artist, who thus became an artistic medium of the performance herself. The performance concludes with the destruction of the paper dress - undressing as a symbolic act of liberation.

In the current day the lives of women are subject to numerous pressures: from physical threats and domestic violence through the overpowering psychological demands of role and career expectations to the remorseless dictates of the worlds of fashion, advertising and medicine regarding the female physique.

Elvira Rodriguez Puerto's artistic works confront these numerous menaces with a different vision of humanity, a vision which accords women a sanctuary of inviolability and beauty. By creating an individual dress for each and every model the artist accentuates the uniqueness of the human, the female person – a uniqueness under siege to the conformism of modern society. Too often people lose the belief in their own uniqueness – Elvira Rodriguez Puerto's art encourages us to rediscover the unique beings that we are.

Text: Dr. Karl Borromäus Murr

Director of the tim

Translation by: Edward Daintith

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Opening: 14th October 2014, 11:00

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Please confirm your attendance by E-Mail: info@tim.bayern.de

<http://www.timbayern.de/ausstellung/foyer Ausstellung/>