

# ROCKELMANN &

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## PRESS RELEASE

ROCKELMANN&      JUST THE TWO OF US – KLAUS PICHLER

Opening & Book Presentation: October 09, 2014 – 6–9 pm

Exhibition: October 10, 2013 - November 15, 2014

ROCKELMANN& is pleased to present the first solo show in the gallery; ‚Just the two of us‘ by Klaus Pichler. Pichler, born in 1977, lives and works in Vienna, Austria. After finishing his studies in Landscape Architecture in 2005, Pichler became a full-time photographer. His photography is inspired by the hidden aspects of everyday life, and in this exhibition Pichler explores the mask.

For hundreds of years the tradition of dressing up and wearing costumes has been part of many cultures, as part of a spectral or a communal event, which often turns everyday rules upside down. Who hasn't had the desire to be someone else for a while? Dressing up is a way of creating an alter ego, a second skin which allows a person to behave and to be perceived differently. In recent years trends have emerged where dressing up is either the main element or a vital part of new subcultures.

Regardless of the motivating factors which drive somebody to acquire a costume, the main principle remains the same: step behind the mask and turn into somebody else. This increasing desire for transformation, the creation of a parallel reality and identity, is without a doubt a reflection of increasingly difficult circumstances in society. Therefore, dressing up and related activities can, in this context, be regarded as a temporary escape from ‚real‘ life. The selection of a mask is never random. It is a considered decision, which may be a passion for the thematic background of a costume or the identification with a character. The amount of time and thought invested in the creation of handmade costumes portrays how each costume conveys information about the person behind it.

Portraying the elaborate variety of costumes modelled by their owners in the context of their own homes, ‚Just the two of us‘ looks at both the costumes and the people behind them. The location is the link between individual and alter ego. Nowhere else would it have been possible to portray the mask and, figuratively speaking, the person behind it in the same picture. In most cases, dressing up is part of a social activity in a chosen setting, however in this series, the costumes stay ‚at home‘ and are pictured quietly pursuing everyday activities. By taking the character out of its intended environment and into the private space of the person within Pichler rouses questions as we try to discover who these people are. Why did this person choose this particular costume? What character traits do they share? What clues lie in the home they live in? Who is this person behind the mask?

Join us for the opening reception and book launch for the project „Just the two of us“. The artist will be present for the opening reception on Thursday October 9th, 2014, from 6pm to 9pm. For questions or further information please contact Leen Horsford at [leen@rockelmann-and.com](mailto:leen@rockelmann-and.com).