

IMAGO

IMAGO CAMERA: THE ART OF SELF-EXPRESSION

The IMAGO Camera is the only large-format walk-in camera in the world which creates life-sized self-portraits of people. With a length of 7 meters and a height of 4 meters this camera produces black and white portraits on a special paper solely created for IMAGO. It is the modern way to meet oneself, to discover who you are and to perceive yourself as others see you. Artists, non-artists, couples, families and companies use this camera in order to achieve unique self-portraits. Ever since 2011 it has been located in a specifically designed art room IMAGO at Moritzplatz in Berlin-Kreuzberg. Anyone who wants to experience the art of self-expression is welcome here.

GRAND UNIQUENESS – UNIQUE GRANDNESS

The size of the IMAGO Camera makes it possible for the guests to step inside its powerful body and take a self-portrait in complete isolation, without the participation of others and without external distractions. The focus on the moment is like a journey to find oneself. This is also where the camera surprises most users with a mirror image of themselves – non-reversed. An experience that is new and unique. You take the self-timer and release whenever you chose is the right time for a fully focused encounter with yourself. Just 10 minutes later you are looking at a life-size image of yourself – a unique IMAGOgram – a valuable, unrepeatable, work of art as a result of the exclusiveness of the direct exposure and the fascinating black and white contrast. It all becomes possible because of the special lens, able to capture objects at a scale of 1 to 1 – without warping, designed by the creator of the IMAGO Camera, the physicist Werner Kraus in 1970, for the company Daimler-Benz. Using this lens he invented the IMAGO Camera with the help of the artist and designer Erhard Hößle. IMAGO Camera is the only camera in the world that is capable of portraying people at a scale of 1 to 1.

THE REDISCOVERY OF A TECHNICAL LEGEND

After the camera had been displayed and operated in museums and galleries all over Munich during the 1970's, it was archived in 1980. The reason: The production of the repro paper required by the camera ended. 25 years later the actress Susanna Kraus Kraus – the inventor's daughter – rediscovers the camera. She convinced a company to restart the production of the Direct Positive Paper. A photo-historic sensation, which proves, in the time of digital photography, that the demand for authenticity is unending. It goes even further – the flood of images from limitless digital photography makes people long for the veracity of one simple moment in time.



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ART, CRAFT, SELF-AWARENESS: ORIGINALITY 1 TO 1

Besides its function as a self-portrait camera for private individuals, the IMAGO Camera is also used in other contexts: artists such as Nick Cave, Robert Wilson, Eva Mattes, Jonathan Meese or Ernst Fuchs (in the 1970's) experiment with IMAGO to realize their individual projects. Not only artists use it, actors, directors and musicians also do. Designers photograph their collections on a 1 to 1 scale. Physical therapists discover the creative potential of the IMAGO Camera for their work on the self. Companies use it as their main piece at events and sharpen their brand's image this way. The IMAGO Camera perfect for working with individuals or groups. This is beautifully illustrated by Susanna Kraus's works on the psychoanalyst Wiens (2006), the acrobats of the Roncalli circus (2007), professors of the ZMK Karlsruhe (2008), Berlin's top chefs (2010), the punks of Kreuzberg (2011) or, as shown in Munich, the personalities in the background of Pinakothek der Moderne (2013).

These works consciously deal with the topic of self-expression. The goal: to expand the possibilities of the IMAGO Camera and the IMAGO Photo Tour and to break perceived boundaries.



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