



## Iris Friedrich

### GRAU MELIERT pepper and salt

Text by Andreas Beaugrand

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<b>Territory</b>	World excluding Germany, Austria, Switzerland, the US & Canada
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<b>Illustrations</b>	76 color
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- The first monograph on the photography of Iris Friedrich
- With the augmented reality tool Artivive, some of the pictures in the book can be scanned with a smartphone

The photographer Iris Friedrich (\*1974) has devoted herself to taking snapshots of very ordinary objects. Her personal surroundings and anonymous urban sites are presented in a photographically new way. People are rarely present in them — and, if so, this surprises and bewilders; parallels to current situations in society are easy to recognise.

As a fascinating contrast to the photographs reminiscent of still lifes, Iris Friedrich has transferred a series of them to the virtual reality. With the augmented reality tool Artivive, some of the pictures in the book can be scanned with a smartphone. What then appears on the display are artistic moving pictures and conceptual videos that become an expanded reality in the truest sense of the word, and raise questions regarding how reality, the real world, and truth behave in relation to the respective (photographic) image.

Text in English and German.

**Iris Friedrich** was born in Lahr in the Black Forest in 1974. From 1998 to 2002, she studied visual communication and photo design at the Bielefeld University of Applied Sciences. She was awarded a DAAD fellowship for further artistic education in Beijing in 2005, has been represented by KOELN-ART since 2009, received a fellowship from the Ministry of Culture and Research of the State of North Rhine-Westphalia in 2020, and funding from the Stiftung Kulturwerk of VG Bild-Kunst in 2021. Iris Friedrich has participated in diverse exhibitions in Germany and abroad since 1993.

