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Metamorphosis

Rainer Zerback

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- A nuanced visual study of rural transformation: Using the Swabian Alps as a case study, Rainer Zerback captures the profound structural, social, and cultural changes shaping contemporary rural life
- Zerback's photographic approach merges analytical observation with a refined visual language, addressing themes from agriculture and tradition to technology, mobility, and tourism
- A timely reflection on the future of living and landscape: ***Metamorphosis*** goes beyond documentation to explore the tensions between progress and loss, tradition and innovation—posing vital questions about how we want to live tomorrow

The photographic series ***Metamorphosis*** explores the societal, cultural, and scenic dimensions of rural areas as a place to live and create. Taking the Swabian Alps as an example, photographer Rainer Zerback (b. 1958) depicts the far-reaching and successful structural transformation of this region.

Zerback, whose photography has for many years focused on the interplay between space, society, and time, in this publication pursues an artistic-analytical approach. His images combine precise documentary observation with a clear aesthetic language. With themes ranging from agriculture, religion and local customs to how people deal with the past and memory, and further to infrastructure, mobility, technology and tourism, it is clear that rural areas are no longer simply a place to retreat to, but are also a key arena for the negotiation of societal processes and future-oriented developments.

Zerback's works are neither mere documentation nor pure aestheticisation. Instead, they open a space within which the ambiguities of rural transformation are condensed: progress and loss, tradition and innovation, proximity and unfamiliarity. As such, the series *Metamorphosis* is far more than a photographic record–it is a visual statement on the question of how we wish to live in the future in the field of tension between nature, culture, and the economy.

Text in English and German.

Rainer Zerback: Born in Stuttgart in 1958, has been intensively involved with photography since 1989, member of the Federal Association of Visual Artists since 2000, around 30 solo exhibitions and 20 group exhibitions, books, essays and lectures on photography, lives and works in Ludwigshafen am Rhein.







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