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Vrin

Home Through An Emigrant's Lens

Verner Soler

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Publisher	Scheidegger & Spiess
Binding	Hardback
Territory	World excluding Austria, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan
Size	290 mm x 215 mm
Pages	336 Pages
Illustrations	154 color
Price	£42.00

- An outstanding photographic examination of the emotions of an emigrant
- Shows the confrontation of a rural Swiss mountain village with modernity
- Verner Soler's authentic, powerful images of an unvarnished reality exude a touchingly honest attitude
- The combination of Soler's photographs and his detailed legends enables the participation in a place of power

In 1990, Verner Soler, born in the Swiss village of Vrin, in the Canton of Grisons, and educated as a primary school teacher, travelled to Los Angeles. His intended six-month stay turned into 30 years and counting. He studied photography and creative advertising in California, married and raised a child, and became a Creative Director with Saatchi & Saatchi in Los Angeles, where he leads campaigns for major global brands such as Toyota. His native alpine village of 250 inhabitants could not be more different from the metropolis of 3.8 million that has become his new home. Against the odds, Soler has tried for more than three decades to maintain a connection to the place and the people he left behind.

Vrin: Home Through an Emigrant's Lens presents Soler's intimate exploration of an emigrant's emotions when confronted with the accelerated changes in the village and its people, which he experiences as if captured in a time-lapse. His authentic, powerful images of an unvarnished reality exude a touchingly honest and uninhibited attitude. At the same time, they are full of meaning and longing. Combined with long narrative captions, they invite viewers to experience this place of power for themselves.

Text in English, German and Romansh.

Verner Soler, born in Vrin in the Swiss Alps, is a Los Angeles-based advertising creative and photographer. He works with Saatchi & Saatchi Los Angeles as a creative director.







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