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Berlin Calling

By (artist) Alex Flach

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In ***Berlin Calling,*** Alex Flach presents an extraordinary collection of photographs that explore life in his native city over the last twelve years. Responding to The Clash's famous album *London Calling,* his work depicts the heart of Berlin's creative atmosphere and simultaneously functions as a timely marker of the fast pace of change the city has undergone since the fall of the wall.

"Berlin today is without a doubt one of the most versatile, interesting, and innovative places in the world. Having become a magnet for young, creative people, this metropolis combines improvised everyday life with an internationally inspired artistic avant-garde. No one captures the essence of the city more authentically than Alex Flach in his photographs. Flach remains faithful to his roots, yet adds an outside perspective on the city developed through his travels in New York, Tokyo and London. His independent view of Berlin is combined with insightful re-evaluations of the earlier modes of production he has used as role models." – Highsnobiety

Born in 1974, **Alex Flach** grew up in Berlin as a 'street kid'. In the mid-90s he discovered street photography as a medium with which to document his experiences. Alongside countless publications in renowned magazines, some of his clients include: Levi's, Adidas, Vans, Spiewak, Nike and Etnies. He has also worked on video projects for Carhartt Europe, Sony Music, and Nokia.

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