



PERSONAL ICONS

Sven Jacobsen

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Today we have access to almost everything and anything we want, whenever we want it, to the point of losing our identity as individuals. People evolve from free, creative, playful kids into consumers. They adopt and act based on whatever comes to their mind at the given moment. There are very few things left that are still unique. Sven Jacobsen is drawn to extraordinary, unusual characters who portray their own unique beauty far away from the expected norms society offers. He chooses them because he has the feeling that they stand for something, that they have an opinion of their own and are living their lives while staying true to themselves and their beliefs. They seem to be unswayed by anything that happens to be hip; they simply show their own strong personality.

Text in English and German.

Sven Jacobsen has been a freelance photographer since 1999 and works internationally. His works have received the John Kobal Award, the Reinhart Wolf Prize and have been shown in various exhibitions, in the National Portrait Gallery London. *Personal Icons* is his sixth book.