



BERLINISCHE GALERIE

LANDESMUSEUM FÜR MODERNE
KUNST, FOTOGRAFIE UND ARCHITEKTUR
STIFTUNG ÖFFENTLICHEN RECHTS

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INSTAGRAM PHOTO CONTEST: 06.03.–20.03.2016

Inspired by the exhibition “Heidi Specker – IN FRONT OF” (11.03.–11.07.2016)



Photo competition on Instagram under the hashtag #minimalassignment
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Prompted by the exhibition “Heidi Specker – IN FRONT OF. Photographs 2005/2015”, the Berlinische Galerie and its partner This Ain't Art School will hold a photo competition on Instagram and an InstaMeet with a photowalk in Kreuzberg.

Pictures inspired by Heidi Specker's portrait photography and her images of wild plants in an urban setting can be uploaded to Instagram using the hashtag #minimalassignment.

On 22 March a jury consisting of photographer Heidi Specker together with Anika Meier and Jorg Senders, founders of the photo project This Ain't Art School, will announce three winners, who will each receive an “IN FRONT OF” exhibition catalogue signed by Heidi Specker. Features of the best entries will be posted on Instagram from 6 to 20 March under @berlinischegalerie and @thisaintartschool.

The Berlinische Galerie worked with This Ain't Art School to launch this invitation. This Ain't Art School / @thisaintartschool is part of the Instagram Social Photography network. The art historian and free-lance author Anika Meier / @gert_paully and the painter and art teacher Jorg Senders / @jorgsenders regularly set tasks for their followers based on the work of well-known photographers, artists and film makers or phenomena of Social Photography.



INSTAMEET ON 12 MARCH

In addition to the photo contest #minimalassignment on Instagram, the Berlinische Galerie and This Ain't Art School invite Instagrammers to an **InstaMeet** starting at **11 am on 12 March**. The meeting point is the foyer in the Berlinische Galerie. The Meet begins with a guided tour of the exhibition by Heidi Specker. The group will then set out on a photowalk through Kreuzberg.

The hashtags are: #thisaintaninstameetwithBG and #HeidiSpeckerBG

40 places are available. Register with a comment on Instagram:

www.instagram.com/thisaintartschool

EXHIBITION HEIDI SPECKER AT BERLINISCHE GALERIE

The exhibition IN FRONT OF shows two very different groups of work by the Berlin photographer Heidi Specker. IN FRONT OF is a series of 70 pictures where Heidi Specker explores the framework and detailed circumstances in which portrait photographs are created. It became a kind of laboratory, where she tested the options for taking a person's picture. This procedure is quite unlike conventional practice, shaped ever since photography was born by the sitter's desire to project an image and a status. IN FRONT OF consists not only of portraits but of other types of image too; the artist has photographed body fragments, art postcards and symbolic items standing around her studio. The second section of the exhibition displays her series IM GARTEN, produced in Berlin in 2003/04. It resembles a walk through the city, reflecting on the city as landscape and on the remnants of natural landscape that survive there. IM GARTEN consists of images of trees and bushes, very different shapes, which look strangely alien, neglected and even artificial within an urban structure.

The exhibition and catalogue were funded by the Hauptstadtkulturfonds (Capital Cultural Fund).