

Press release

“Einblicke – Arbeiten zur Architektur” from Marina Herrmann (Insights – works of Architecture)

Videor Art Foundation showcases the works of the Cologne artist

Rödermark, June 2010. The Videor Art Foundation is to open its exhibition “Einblicke – Arbeiten zur Architektur” with the works of Marina Herrmann on 01. July 2010 at 6.30 p.m.

New York, Frankfurt, Tokyo – whatever megacity we find ourselves in: the symbols of money and power protrude far into the sky, their facades dazzle; they seem transparent and yet distant at the same time. Marina Herrmann, an artist who lives and works in Cologne, has visited financial centres throughout the globalised world and has put together the photographic results into single collection.

They in no way serve to realistically capture squares and buildings. Rather, the artist pays special attention to subliminal, incident elements, which overlap into individual patterns, structures and colours. Her photographs are condensates and focal points, moving and mirrored random-extracts, whose parameters are further transformed and fanned out by Marina Herrmann.

The starting photographs, which have been subtly remastered digitally and which are free, picturesque modules, are finally combined to form an installation of intermedial wooden tableaus. This is how a “fractal painting of the urban” is created.

Martina Herrmann lives and works in Cologne. From 1988-94, the artist studied applied graphics and the art of painting at the Academy of Fine Arts in Munich. She has presented her works in numerous exhibitions to date, including the Galerie Witzel in Wiesbaden, the Association of Arts Vantaa in Helsinki, the Gallery Benninger in Cologne and the Gallery Caesar in Ohlmütz, Czech Republic, as well as additional international locations.

Attendants can visit the exhibition from July 2 until September 10, 2010 from 09.00 a.m. to 5.30 p.m. Monday to Thursday and 09.00 a.m. to 17.00 p.m. on Fridays.

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Videor Art Foundation

The Videor Art Foundation has been collecting experimental media art since 1996 and is based in the ComCenter of the Rödermark trading firm Videor E. Hartig GmbH. The offerer of professional video technology views the promotion of art as a vital part of its corporate culture and promotes mainly still unknown artists. It is the foundation’s goal to integrate art into the working environment and to give employees as well as visitors the opportunity to deal with contemporary media art. At present, the collection comprises about 300 exhibits that have been created with a computer or as mixed media. The activities of the Videor Art Foundation include exhibitions, competitions and the cooperation with media schools, museums and galleries.

VIDEOR ART FOUNDATION

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