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EXHIBITION IRIS BROSCH

& FRENCH COWBOY

JULY 3 - 12, 2023

OPENING WEDNESDAY JULY 5

ARLES ARTIST RESIDENCY
PRESENTS IRIS BROSCH
& GUEST ARTIST FRENCH COWBOY



"The Renaissance of Female Energy and Environmental Consciousness" 2023 © IRIS BROSCH

IRIS BROSCH
THE RENAISSANCE OF FEMALE ENERGY & ENVIRONMENTAL CONSCIOUSNESS



2023 © IRIS BROSCH

IRK Galerie, Arles presents a selection of work by renowned photographer and film performance artist **IRIS BROSCH** including two new series "**THE RENAISSANCE OF FEMALE ENERGY & ENVIRONMENTAL CONSCIOUSNESS**" and "**FEMMISME, FAITH, & FUTURE**" her in Arles during the Rencontre festival. For this special occasion, Iris Brosch will be painting on her photos creating both unique works of art and a unique experience to be seen for the first time at IRK Galerie in our Artist Residency program.

"The artist, photographer and performer Iris Brosch, living inbetween NYC and Paris, is known internationally for restoring dignity and strength to the image of women in Photography and Film.

Her photographic style has been described as "Miuccia Prada meets Leonardo da Vinci". Brosch's unique celebration of female sensuality moves in fresh and fascinating directions in her ability to rework timeless classicism with a thoroughly modern twist. The work of Iris Brosch is and isn't anything we have seen before. It is Raphaelian. It is Modern. It is mystical and ethereal, anchored by the weight of a powerful female mind."

Joining her is photographer and mixed media artist **MIA MACFARLANE** from the photography duo **FRENCH COWBOY** who will, throughout the exhibition, paint on works by French Cowboy from July 2-7.

In the heart of New York City artist Iris Brosch unveiled her thought-provoking project, "The Renaissance of Female Energy and Environmental Consciousness" atop the Selina Hotel rooftop. This captivating mixed media event showcased Brosch's innovative art form, Photo Performance, to welcome a modern-day Renaissance pushing boundaries and sparking dialogue on women's strength and unity worldwide.

Rising above the New York Skyline we see a golden Venus, glowing from timeless female grace. Drawing inspiration from the historical Renaissance period, which brought about transformative shifts in culture and art, Brosch's project serves as an artistic revolt against societal norms that perpetuate destruction and oppression by a male system.

With "Renaissance," Brosch breathes life into a feminist representation of Venus, a symbol of love and harmony, who fearlessly shatters the male gaze placed upon women: The Venus depicted by Iris Brosch is not an ethereal ideal but a real woman, inspired by various historical representations of Venus. From the ancient Venus of Willendorf, a prehistoric artifact celebrating the female form, to the iconic Venus portrayed in Sandro Botticelli's masterpiece The Birth of Venus, Brosch's project weaves together the threads of art history. By embracing these diverse influences, the modern Venus

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crafted by Brosch encompasses the essence of femininity, life, joy, beauty, and sensuality.

Part of "Renaissance" unfolds within the symbolic setting of an empty swimming pool, serving as a powerful metaphor for women's ability to redefine their place in society from Ground Zero. Echoing a poignant moment in history, where a Las Vegas hotel drained its swimming pool after African American actress Dorothy Dandridge dipped her toe into it, Brosch's project symbolizes a call to action for women to create a new world where they can reclaim their space and cultivate self-love.

In today's world, where outdated gender roles still persist, we find ourselves in a parallel to the historical Renaissance period a time of great change and chaos. Female voices continue to be muted within our patriarchal society, making a female Renaissance all the more crucial to bring about true equality. For Iris Brosch, every woman is a Venus. The artist calls for an authentic portrayal of women in society, especially those who have been under-represented. Venuses are a reoccurring theme in Brosch's projects and celebrate the diverse shapes and complexities of femininity, all while reclaiming the deeper power that lies within women's beauty and unity.

The idea behind this Modern Renaissance is rooted in the spirit of ancient Greek Venuses, Botticelli's masterful brushstrokes, and the timeless Venus of Willendorf. Through Brosch's Modern Venus, these powerful archetypes emerge from the New York City skyline, transcending towering skyscrapers. Unlike their ancient Greek predecessors, modern Venuses no longer dance in harmony with nature to celebrate the interconnectedness of humanity and their environment, since the course of time has alienated them from each other. Instead, Brosch's Modern Venuses melt together with the natural world, sometimes transforming into hybrid beings that reflect the urgency and depth of our collective ecological crisis which we cannot escape from. In the photos, you see an innate physical reunion of nature and women, which becomes a testament to ecofeminism, a philosophy that recognizes the intrinsic link between the oppression of women and the exploitation of nature. The pictures confront partially degenerated animals or animals in unnatural states, feeling misplaced, to bring attention to our decaying ecosystem.

Amidst the resonance of Iris Brosch's "Renaissance," an unyielding message prevails—a message that serves as a profound warning for the 21st century. It is a call to acknowledge the fragile state of our planet and the potential consequences of inaction. Without embracing feminism and recognizing the interconnectedness between the well-being of women and the preservation of our environment, humanity faces death.

Prepare yourself for this extraordinary Renaissance—a Renaissance rooted in the profound strength and resilience of women, fueled by a deep reverence for nature and a collective commitment to change."

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Photographer, film and Performance artist Iris Brosch

IRIS BROSCH is a renowned photographer, film director, and performance artist. Her career spans various artistic disciplines.

Iris Brosch has pioneered a new art form known as "photo performance." In this innovative approach, she opens up the backstage of a traditional commercial photo-film production to the public, offering them a glimpse into the creative process.

Brosch recognizes the inherent beauty and uniqueness in individuals beyond the traditional standards of modeling, celebrating diversity, and inclusivity. This approach challenges conventional notions of beauty and highlights the power of everyday people as subjects. That is why she doesn't exclusively work with professional models instead embracing non-models and also involving the public. This brings a human, fresh and authentic perspective to her art.

In 2005, Brosch presented her multimedia performance at the Venice Biennale titled "Divinta; The Birth of the Black Venus." This performance can be described as a "female Gesamtkunstwerk" where she combined photography, film, fashion, art, music, and dance, creating a cohesive artistic experience reminiscent of tableaux vivants.

Throughout her career, Brosch has continued to create captivating performances, videos, and photographic works. In 2009, she presented "Erotic Enlightenment," followed by "Women and Nature" in 2013 and "L'Uomo" in 2014. Her body of work encompasses a wide range of artistic explorations. In 2017, Brosch was invited by the country Saxony Anhalt to create a PHOTO PERFORMANCE commemorating 500 years of Reformation. Additionally, in 2019, she was invited by the Center of Hellenic Studies at Harvard University to showcase her performance piece titled "Gaia".

In 2022 during Les Rencontre Arles Iris Brosch showed at La Chapel de la Charite as a guest artist for the world premiere;

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Photographer, film and Performance artist Iris Brosch

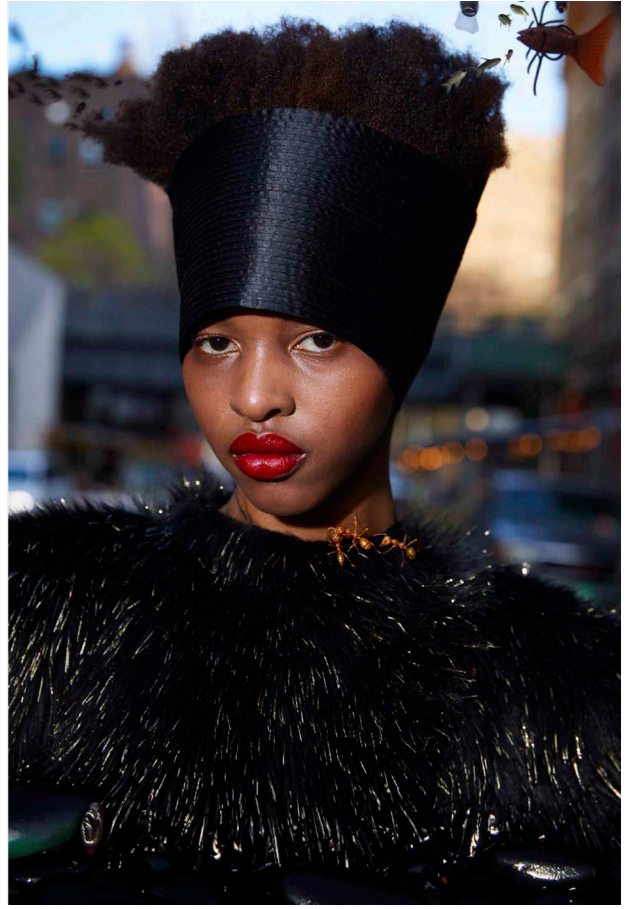
of "TRILOGY, a warning for the 21 CENTURY". She also produced at La Chapel de la Charite the project "FEMMISME, FAITH, and FUTURE" which will be seen in part at the IRK Galerie.

Brosch's fashion photography and portraiture have been featured in renowned publications such as Vogue Italy, Germany, USA, L' Uomo Vogue, Marie Claire, Elle France, The New York Times, and Harper's Bazaar, among others. She has also collaborated with prominent brands including Hugo Boss, Pantene, Tommy Hilfiger, Escada, Maybelline, Jaguar, John Richmond Perfume, Lancel, Virgin Records, Campari, and Renault for their advertising campaigns. Her subjects have included Claudia Schiffer, Sophie Dahl, Benedict Cumberbatch, Carlos Acosta, Shere Hite, Eva Padberg, and Heidi Klum. Notably, Brosch captured top Spanish model Laura Ponte in a Frida Kahlo-inspired photoshoot, where she emulated Kahlo's painting style.

Brosch's artistic exploration of the female perspective extends beyond aesthetics and delves into societal, cultural, and personal aspects. She aims to spark conversations and provoke thought about issues that affect women, such as gender roles, body image, and equality.

Overall, Iris Brosch's dedication to empowering the female perspective through her art serves as a catalyst for change, promoting inclusivity, self-expression, and the embracing of one's true self.

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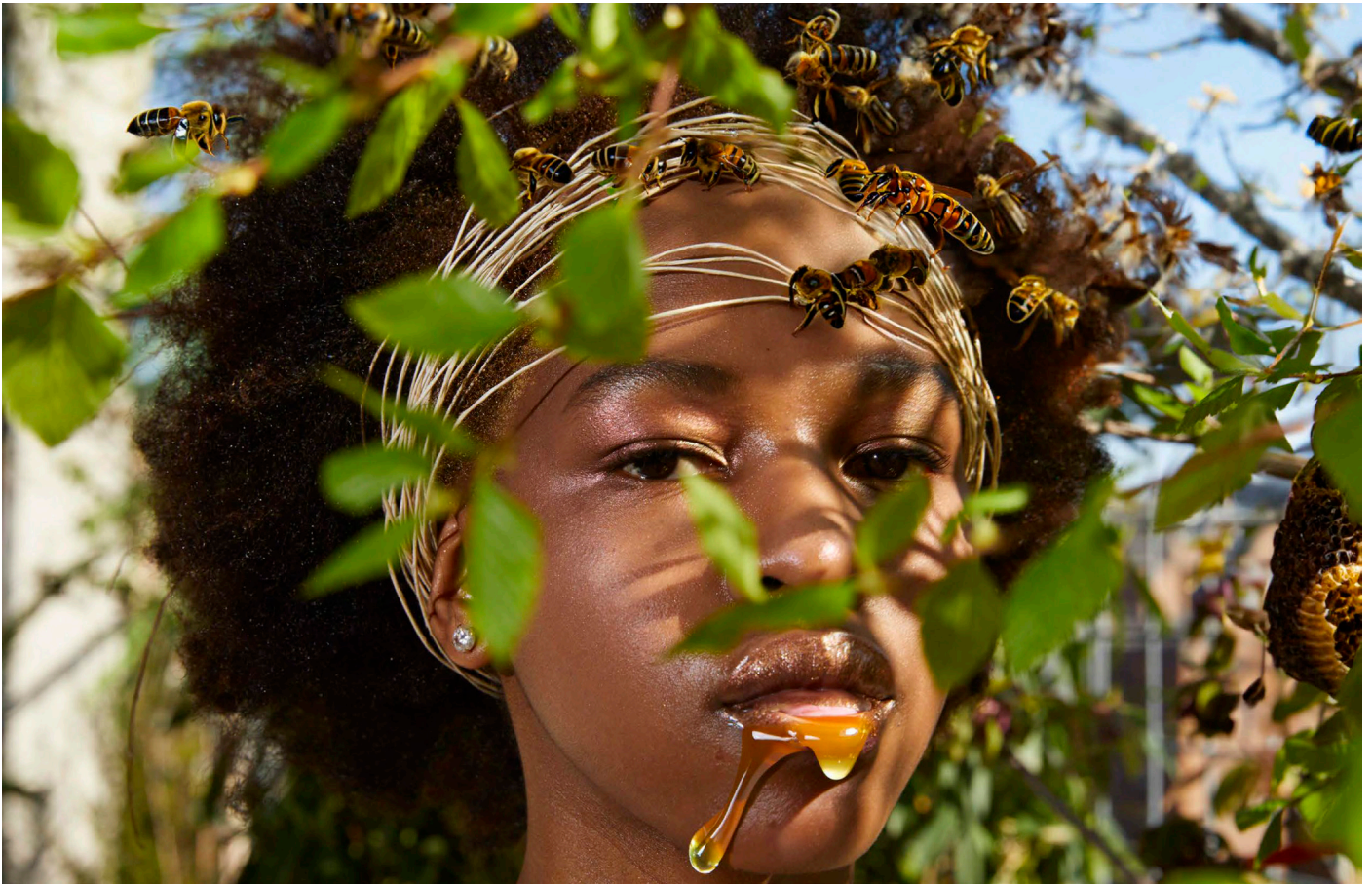
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FRENCH COWBOY / LE SUD



Autoportrait Julien Crouigneau & Mia Macfarlane alias French Cowboy

French Cowboy was born of the shared love of Mia Macfarlane and Julien Crouigneau of photography in 2012. The artist couple have a strong desire to create photographs enriched by storytelling, iconic visuals, and strong artistic direction. They often use fashion photography as a pretext to create art but are also versed in mysterious landscapes, objects, and nudes. Their Epic stories are captivating and over time the spectator discovers layers of humor, melancholy and hidden tension. As fashion photographers they have created editorials with fashion houses such as Schiaparelli at L'Opera de Paris and Jean-Paul Gaultier in the streets of Paris along with numerous other editorials for "IRK", "Vogue Italia", "The Opéra", "Animal Anatomy", "Antonym"... These photographs along with more traditional representations of landscapes and nudes have comprised their career as exhibiting artists in London, New York, and Paris.

French Cowboy were guest artists and speakers at the Nordic Light Photography Festival. Their photographs were published in the photography book "The Fashion Image", a reference book amongst Mario Sorrenti, Inez and Vinoodh, Bruce Weber and Richard Avedon and will be included in the next book "The Art Image". They have had exhibition reviews in numerous magazines including Vogue, Madame Figaro, Huffington Post and more. They are also the winners of the Normal Fashion Nude competition.

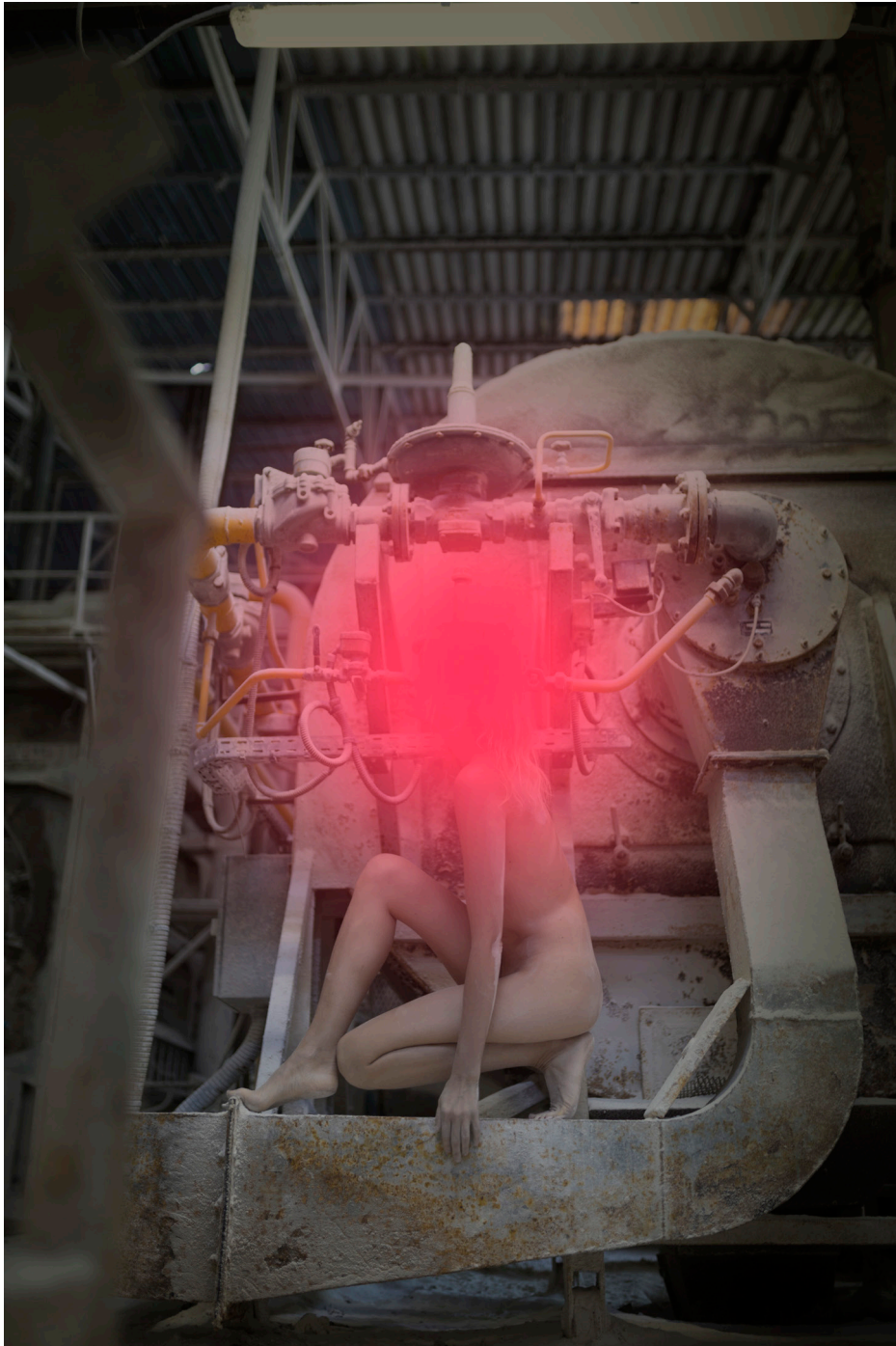
July 2021 they had a solo show "Le Sud" during Rencontre Arles in the south of France at the IRK Galerie that was sponsored by WhiteWall. They also had their first book "Le Sud" published by Loup de Steppes. The exhibition was then shown for 4 months in Paris at Rouchon.

Mia Macfarlane was born in Durban, South Africa, and spent her formative years in Sweden and the USA. She studied General Fine art at MICA with a semester at SACI in Florence and got her Masters degree through a joint program between ENSCI in Paris and The London College of Communication. Before submersing herself in photography she was a painter and mixed media artist. She has exhibited her work in galleries throughout Europe and the United States including the renowned "Espace Pierre Cardin", the "Galerie Nesle" in Paris, France and the "Bruce Lurie Gallery" in LA, USA.

Julien Crouigneau was born in Grenoble, France and spent his youth in Algeria, Madagascar, Nice, and Cassis before moving to Paris in high school. He studied product & graphic design at the Industrial Design Superior School in Paris. Julien started his career as a designer for Philippe Starck all while being the art director of two magazines; one about design, INTRAMUROS, and one on trendy culture, KEITH. He has designed beauty products for many of the biggest cosmetic brands including l'Oreal Paris, Maybelline New York, Christian Louboutin, Lancome, Shu Uemura, Helena Rubinstein ...

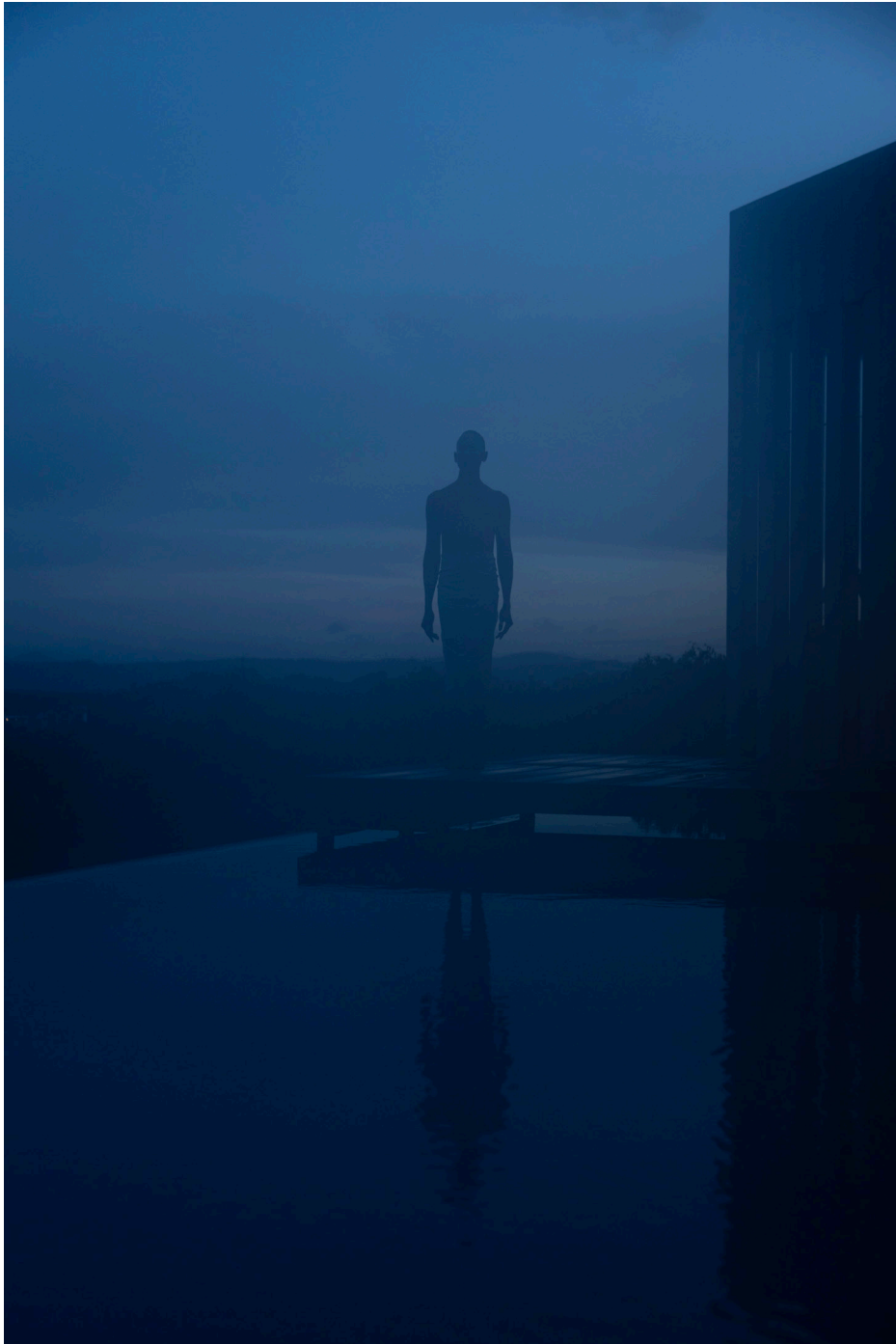
Julien and Mia met fleetingly in 2002 and had one memorable lunch together. Years and life went by but they never forgot one another so when they had the chance to meet again in 2012 they held on. Ever since their love for each other has grown with their passion for creating together as photographers.

FRENCH COWBOY



Human Trace series © French Cowboy aka Mia Macfarlane & Julien Crouigneau

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© French Cowboy aka Mia Macfarlane & Julien Crouigneau

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Mickey in Red © French Cowboy aka Mia Macfarlane & Julien Crouigneau

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"Plastic" series © French Cowboy aka Mia Macfarlane & Julien Crouigneau