



# Escapism

Roger Eberhard

Exhibition open from 3 September 2022 to 8 January 2023

As part of Festival Images Vevey (3 – 25 September 2022)

**Press release**

Downloadable at [www.cameramuseum.ch](http://www.cameramuseum.ch)



Palm Tree. Roger Eberhard



## Swiss Camera Museum – Vevey Escapism – Roger Eberhard

The Swiss Camera Museum is joining forces with the Festival Images Vevey to present Roger Eberhard's Escapism exhibition. The Zurich-based artist has developed a passion for a Swiss tradition: the collection of coffee creamer lids. For several decades, these illustrated lids were exchanged between private individuals, at flea markets or in cafés. Collections could be worth several thousand francs. The images on the aluminium strips covered most genres of photography: landscape, portrait, still life, fashion, documentary, nude or architecture. Thanks to their massive distribution, the miniatures have permeated the collective imagination in Switzerland.

For Roger Eberhard, these miniatures are part of escapism, a type of representation which includes images that allow us to forget for a moment the preoccupations of everyday life. Roger Eberhard has concentrated on the category of remote landscapes, from tropical beaches to deserts to the ice of the far north. Using a macro lens mounted on a medium format digital camera, he has obtained high resolution images with a high magnification factor. The raster is now omnipresent, as is a feeling of ambiguity: how, today, can we not look at these idyllic photos through the prism of climate anxiety?

The exhibition features large-format prints from the Escapism series, as well as a projection, entitled coffee break, which shows how diverse the photographic themes of the lids were.

Roger Eberhard (1984) works between Zurich and Berlin. He travels the world, focusing on contemporary issues such as territory, borders and globalisation. In 2011 he founded the artist's publishing house b.frank books in Zurich. He was nominated for the Swiss Design Awards 2020 for his series Human Territoriality, the publication of which was awarded in the same year in the competition Les plus beaux livres suisses. His work is exhibited in art institutions in Europe, the United States, Asia and the Antipodes.

The exhibition's scenography (curator: Stefano Stoll) is signed by Images Vevey.



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### Photo captions :

1. Palm Tree. Roger Eberhard
2. Cactus. Roger Eberhard
3. Iceberg. Roger Eberhard
4. Glacier. Roger Eberhard
5. Tree. Roger Eberhard
6. PS 692, Nr.9. Roger Eberhard

### Short text approx. 950 characters

The Swiss Camera Museum is joining forces with the Festival Images Vevey to present Roger Eberhard's exhibition Escapism. The Zurich-based artist became fascinated by a Swiss tradition: the collection of coffee creamer lids. The images on the tabs covered most genres of photography: landscape, still life, fashion, nudes or architecture. For Roger Eberhard, these lids are part of the escapism. This type of representation groups together images whose contemplation allows one to forget the concerns of daily life. With the help of a macro lens, he has obtained high-resolution images with a high magnification factor. The raster is omnipresent, as is a feeling of ambiguity: how, today, can we not look at these idyllic photos through the prism of climate anxiety? The exhibition features large-format prints from the Escapism series, as well as a screening, entitled coffee break.

If you need further information, please contact us on 021 925 34 80

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Open Tuesdays to Sundays from 11.00 to 17.30 and bank holidays.

Times during the Festival Images Vevey, from 3 to 25 September 2022: every day 11 am-7pm.

[www.images.ch](http://www.images.ch)