

**I
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IMAGO – Originality 1:1

Unique – a one of a kind – doesn't it sound today like a provocation?
Yes, there is an art which passionately opposes the modern custom of unlimited reproductions. Which commits itself to fundamental real originality. And this through the means of photography - **IMAGO**



Artist Portraits 2010–2016



Artist Portraits 2013–2016



Artist Portraits 2011–2015

About IMAGOgraphy

IMAGOgraphy is an encounter with oneself. The contemporary photographic medium of self-reflection with time spent facing a flood of images.

The IMAGO Camera, itself an interactive object d'art, is an analogue large format camera for life-sized self-portraits unique in the world. As photographer and subject coincide, the sitter becomes the author of his own image, the portrait a self-portrait.

IMAGOgraphy is a vigorous symbiosis between a distortion-free lens, a special Direct Positive Photographic Paper and a unique artistic photographic concept.



IMAGO Camera Berlin since 2011

The IMAGO principle

The IMAGO Camera is a walk-in large format camera.

It creates life-sized self-portraits of people on a special black and white high quality paper, solely created for IMAGO. Each portrait (format 200 x 60 cm) is formed through a direct exposure of light and is unique, no copies, no photo negatives and no digital records. The result - a valuable and exclusive work of art which is a true „One Off“.

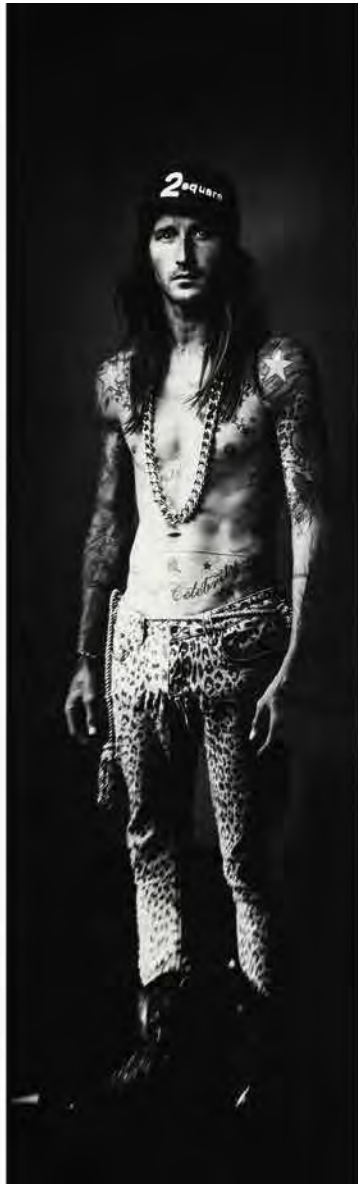
The silver gelatine reversal paper reacts instantly to the picture projected onto it. The actual photons reflected from the subject paint the portrait. Ten minutes later, following development in a standard black-and-white photographic process, the IMAGOgram is visible. The picture is a high- impact, high- contrast image with shades ranging from the darkest black to the brightest white.

Initiated by Susanna Kraus, the photo paper is the result of extensive and detailed research work in cooperation with ILFORD Switzerland and HARMAN Technology – especially tailored for IMAGO to fit its artistic requirements.

The size of the IMAGO Camera makes it possible for guests to step inside its impressive body (8m x 3m x 4m) and take a self-portrait in complete isolation. There are no external distractions. The focus of the moment is a journey seeking oneself. This is where the camera surprises many with a mirror image of themselves – true sided.

An experience that is new, unique and amazing. You pull the trigger and release whenever you decide it to be the right moment; a fully focused encounter with yourself. The portrait is exposed on a direct positive paper and developed immediately. Just 10 minutes later you are looking at a lifesize image of yourself. The IMAGOgram.

This experience is possible because of the precisely designed, extremely high focal length, that captures subjects at a scale of 1:1 with no distortion. The IMAGO Camera is the only camera in the world that is capable of portraying people at a scale of 1:1 directly onto photographic paper.



Selfportraits 2013–2016





Selfportraits 2014–2016

History

In the 1970's the physicist Werner Kraus invented, for scientific use, a special objective lens to capture images on a 1:1 scale. With the help of the artist and sculptor Erhard Höble he launched it into the world of art photography and together they build the IMAGO Camera. Celebrated in Munich's Fluxus-movement it was operated for several years but fell out of use at the end of the 1970's due to cessation of production of the unique photographic paper essential for it to operate.

In 2006, the rediscovery of IMAGO Camera and the reinvention of the Direct Positive Paper through the efforts of the artist Susanna Kraus – the inventor's daughter – transformed the venture into a unique project of science, art, craft and self-awareness.



Werner Kraus and Erhard Höfle with the IMAGO Camera, Munich 1972

History

—1970/72

Creation of the first walk-in large-format camera IMAGO. Idea and artistic implementation: Werner Kraus and Erhard Höble. After two years of construction IMAGO is presented at a large art event in Munich's art scene.

—1972/78

Different locations and exhibitions (World Exhibiton of Photography Nürnberg, Photokina Cologne, Herbstsalon Haus der Kunst, Neue Sammlung Munich, Gallery Hartmann, Munich).

—1978

Storage of the IMAGO camera due to termination of production of the essential special photo paper.

—2004/2006

Susanna Kraus discovers and reactivates the walk-in self-portrait camera IMAGO.

She convinced Ilford Switzerland to resume the production of the direct positive paper.

—2006

European Month of Photography in Vienna.

First exposition of IMAGO after 30 years called Vienna's analysts in the black box.

—2013/2014

Development and construction of the mobile IMAGO Photour Camera.

This version of the camera was developed by Jakob Kraus, the son of Susanna Kraus, using the original design of Erhard Höble as the conceptual model. The result, the IMAGO Photour Camera, perfectly replicates the performance of the IMAGO Camera whilst, at the same time, being optimized for travel.



Munich, 1972



IMAGO Camera Berlin since 2011

IMAGO Photour – an idea travels the world

The IMAGO Photour Camera mobilises IMAGOgraphy for new encounters. Worldwide.

The core technology that creates the unique IMAGO experience is unchanged. However, the totally new physical design delivers an effective combination of artistic impression and modern utilitarian design.

With its modular concept, an aluminium and textile construction, the camera is operable within a few days of arrival at a venue. It is the result of a one year development program by an international team and, being initiated by the artist Susanna Kraus and constructed by her son the boat-builder Jakob Kraus, continues the family venture of the inventor Werner Kraus.

IMAGO Photour is an interactive art-installation capable of producing its highly attractive form of portrait photography at any location. The camera was created for worldwide operation and is ideal for many different venues and occasions: for museums or art galleries, for festivals or art events, or as a major focus for company campaigns.



IMAGO Photour Camera, Susanna Kraus, Berlin 2014



Making Of Construction, De Rotterdam, 2014



Making Of Construction, De Rotterdam, 2014

PLACES SINCE 2006



The MuseumsQuartier Vienna, the Month of Photography 2006



ZKM Karlsruhe, 2007



Pinakothek der Moderne, Munich 2013

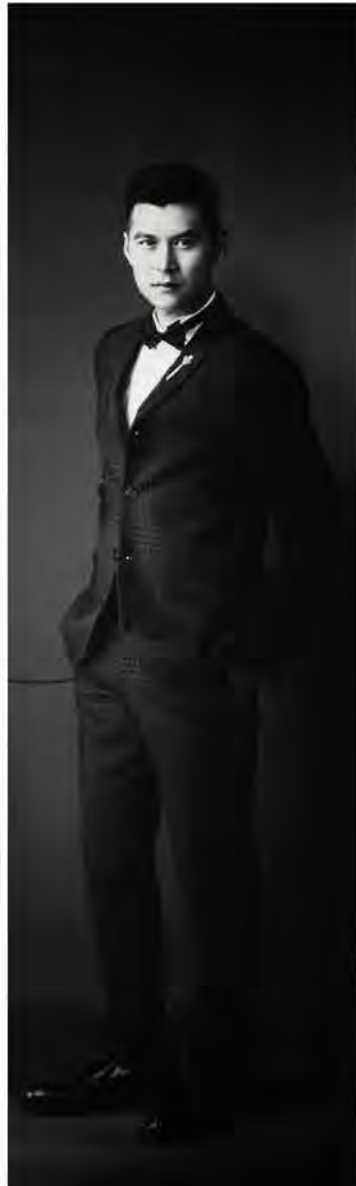
IMAGO PHOTOUR CAMERA SINCE 2014



IMAGO Photour Camera, De Rotterdam 2014



IMAGO Photour, Shanghai 2015

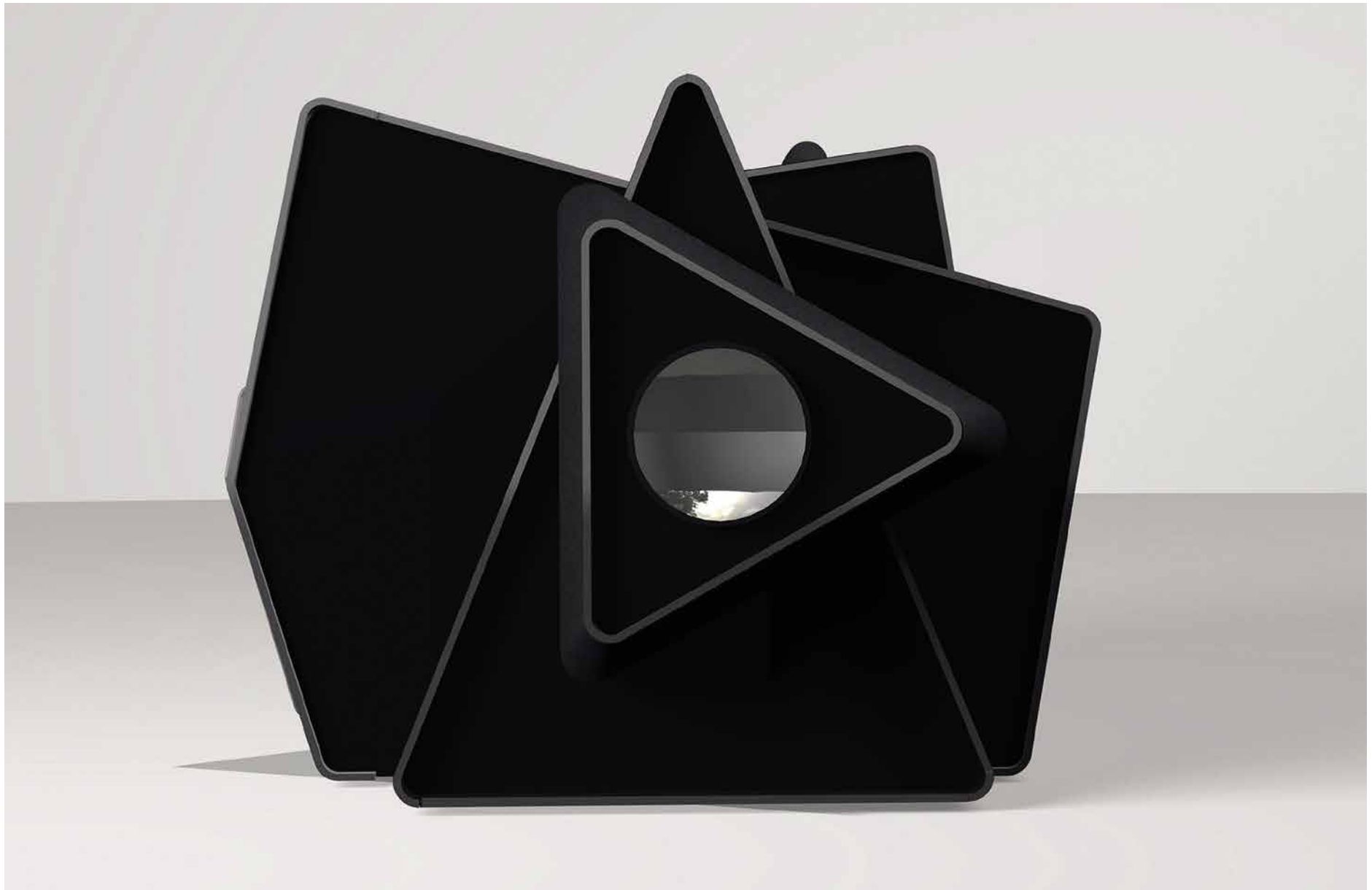


Selfportraits Shanghai 2015

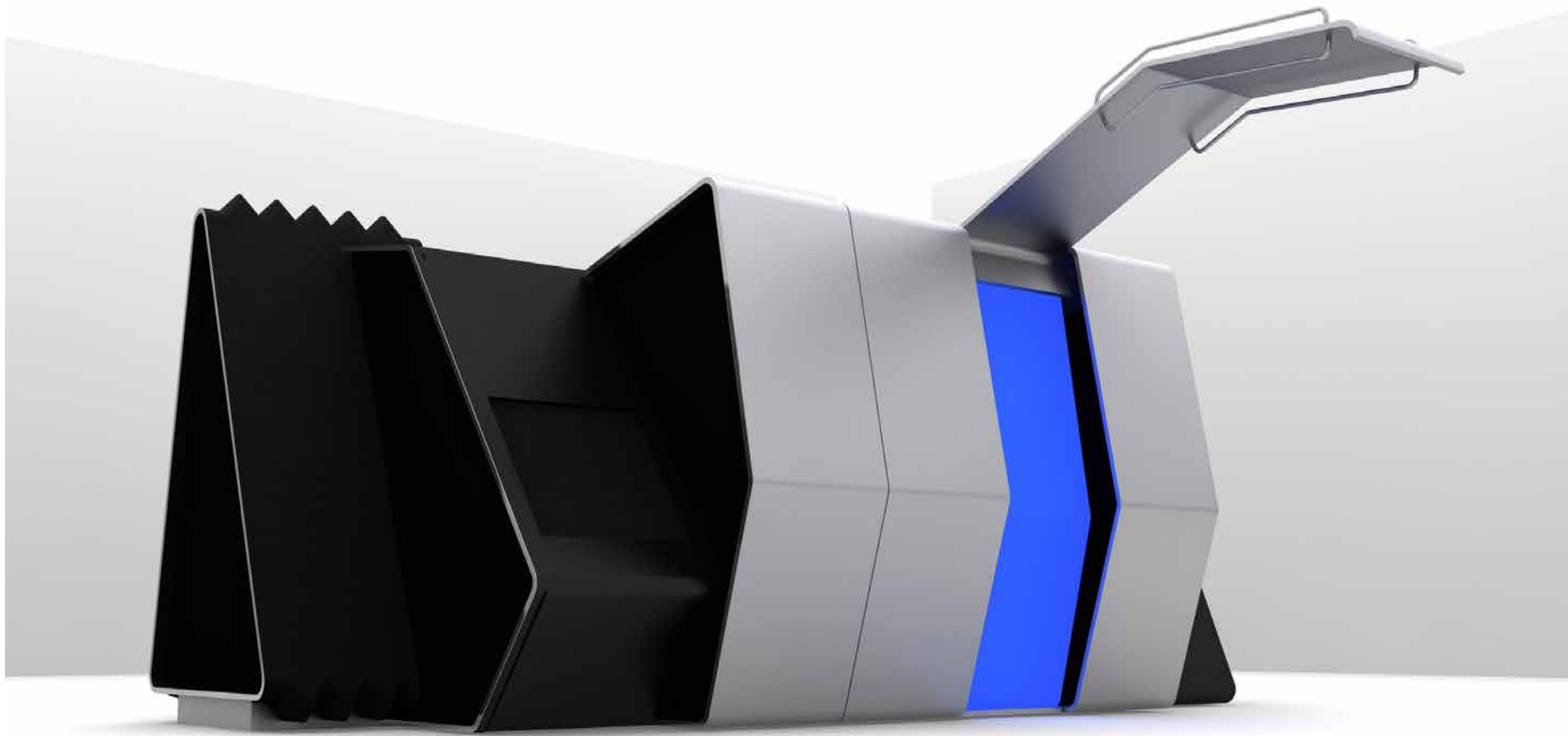
IDENTICAL TECHNOLOGY IN VARIABLE CAMERA DESIGNS

For a particular and fascinating photographic technique matches an unusual shell.

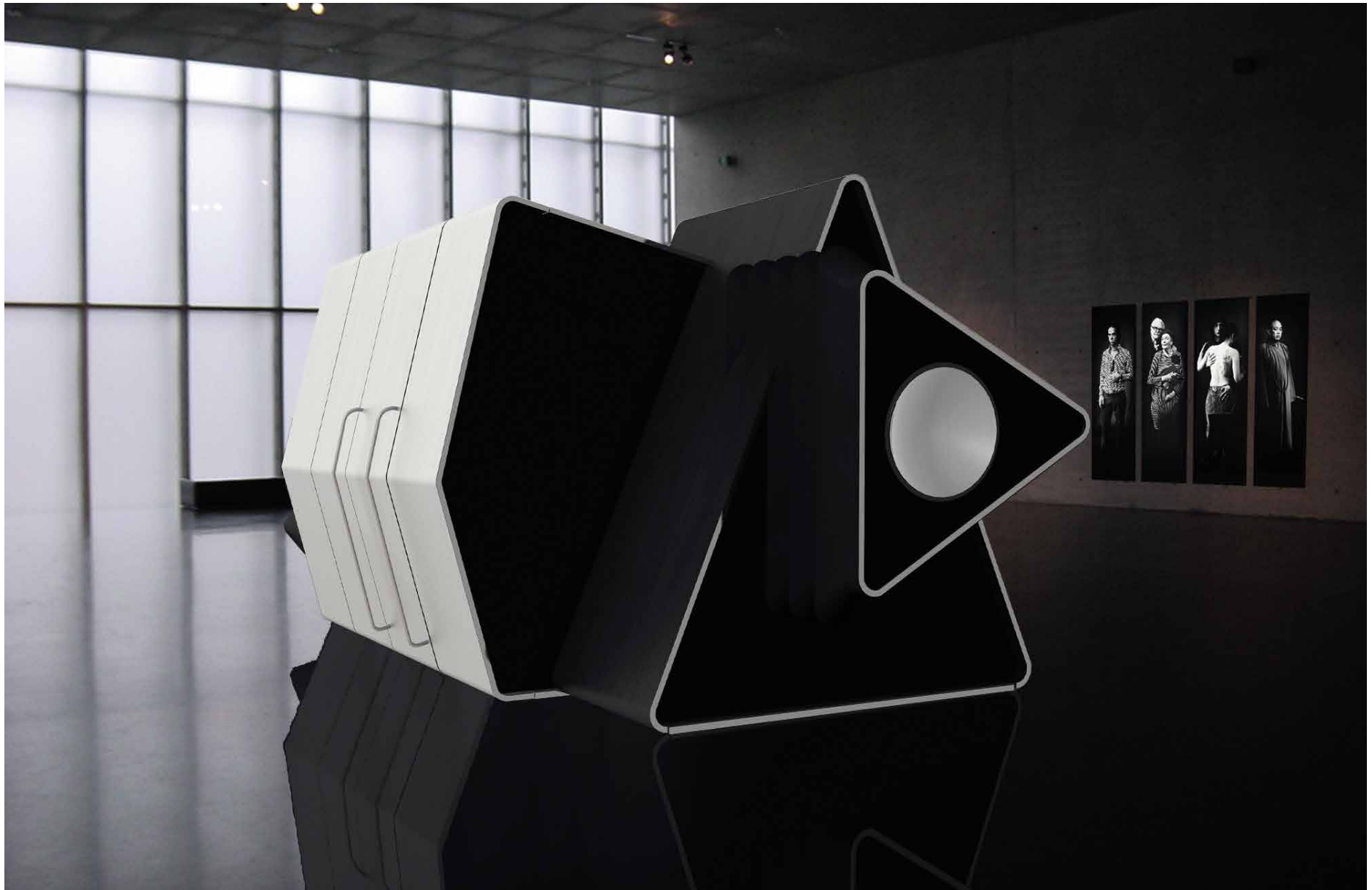
A traditional analogue large format camera in visionary shapes and futuristic designs.



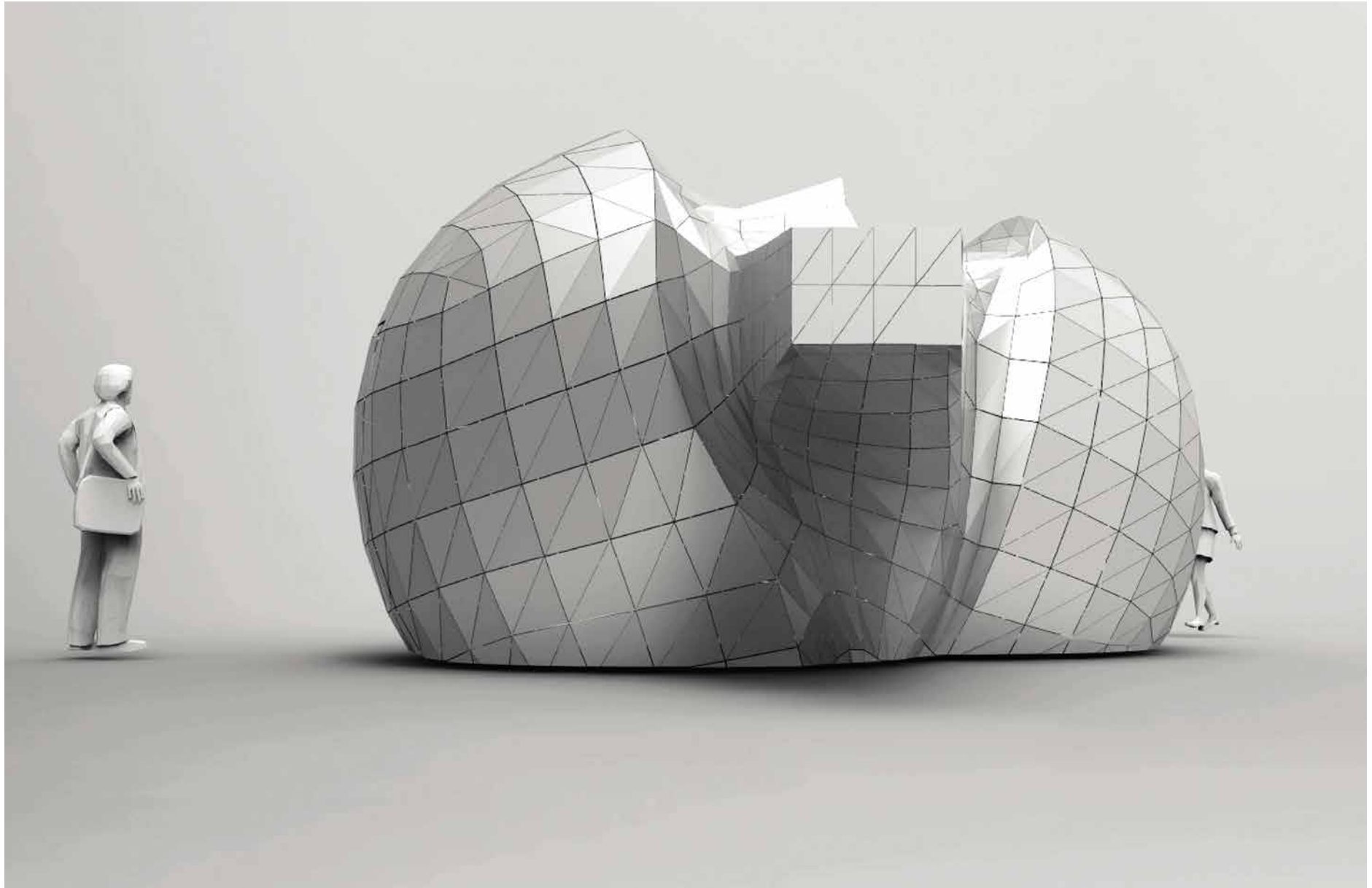
Draft for an IMAGO Camera, customer design, 2016



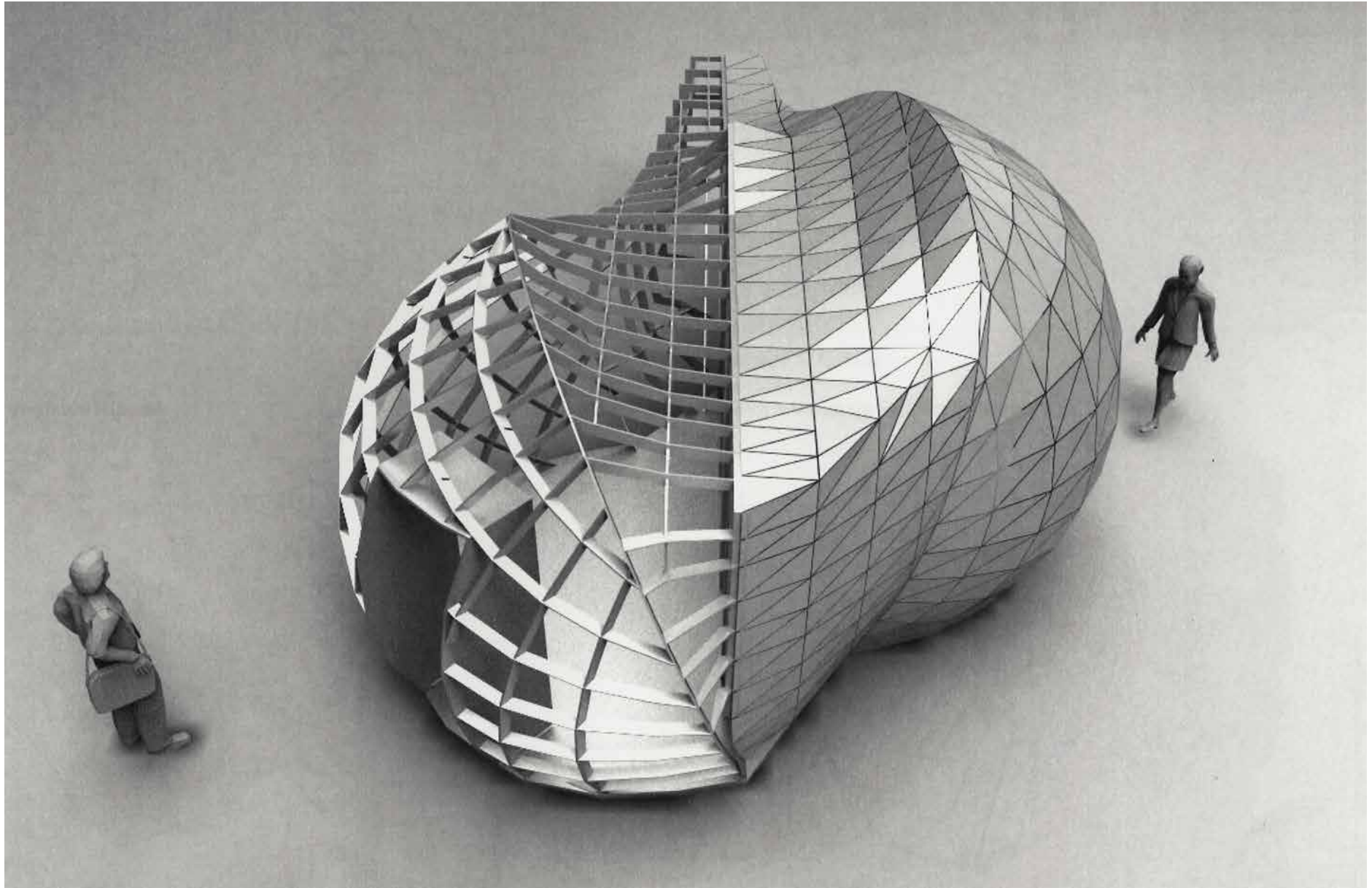
Draft for an IMAGO Camera, customer design, 2016



Draft for an IMAGO Camera, designed for Memorieslab, China 2016



Draft for an IMAGO Camera, designed by COOP Himmelb(l)au © 2014



Draft for an IMAGO Camera, designed by COOP Himmelb(l)au © 2014



Draft for an IMAGO Camera, designed by COOP Himmelb(l)au © 2014



Draft for an IMAGO Camera, designed by Erhard Höbke 1972

Exhibitions IMAGO Camera Berlin

—2018

„THE OWN SKIN AS A MIRROR OF THE EGO“, a portrait cycle from the Berlin Tattoo Scene as part of the European Month of Photography Berlin, IMAGO Gallery Moritzplatz, Berlin, Germany

„WHERE HAVE ALL THE FLOWERS GONE“ group exhibition, Gallery Alexander Ochs Private, Berlin, Germany

"ANALOG" group exhibition, Gallery Benjamin Eck, Munich, Germany

—2017

Rendezvous Berlin, solo exhibition, Berliner Sparkasse - FirmenCenter Charlottenburg, Berlin, Germany

—2016

Self Portraits of the 1970s as part of the European Month of Photography Berlin, IMAGO Gallery Moritzplatz, Berlin, Germany

TOUCHED – Craftsmanship in Contemporary Photography.

Group exhibition curated by Anton Corbijn, Unseen Photo Festival, Amsterdam, the Netherlands

—2015/16

Blackout Exhibition tour in collaboration with Memorieslab 10 Corso Como, Shanghai, China

—2015

German Premiere, Gallery Weekend, Anniversary of Spinnerei Galerien Leipzig, Germany

—2014

Faces of Rotterdam, premiere of mobile camera IMAGO Photour, Rotterdam, the Netherlands

IMAGO-Nation, Gallery Moritzplatz, Berlin, Germany (guest exhibition Annegret Kohlmayer)

—2013

IMAGOGRAPHIE, opening of temporary art gallery "Schaustelle", Pinakothek der Moderne, Munich, Germany

—2012

Alice im Wunderland, Gallery Moritzplatz, Berlin, Germany (solo exhibition)

Internationale Bloch Gesellschaft, Kulturelle Gesten, Denkerei/ Amt für Arbeit an unlösbaren Problemen v. Bazon Brock, Berlin, Germany (co art auction with Com & Com (CH))

—2011

Outside-In, inaugural exhibition Gallery Moritzplatz, Berlin, Germany (solo exhibition)

—2010

KOCHKUNST, Galerie unter den Linden, Berlin, Germany (solo exhibition)

ALL-IN-ONE in cooperation with Michael Papamichael, Griechisches Kulturinstitut, Berlin, Germany (solo exhibition)

Farbwerte, EXPO Berlin – Shanghai

—2009

ICH 1:1, Altonaer Museum Hamburg, Germany (solo exhibition)

ZKM 1:1 - oder die Zauberer des ZKM, ZKM, Karlsruhe, Germany (solo exhibition)

—2008

Bildnisse IMAGO1:1, Fotomuseum Burghausen, Germany (solo exhibition)

Begegnungen, month of photography, Berlin Uferhallen, Berlin, Germany (solo exhibition)

—2007 - 2008

User century of the consumer, ZKM Karlsruhe, Germany

—2007

Göttliches Spiel, Kunsthistorisches Museum Vienna, Austria (solo exhibition with Annegret Kohlmayer)

—2006

European month of photography, first exhibition of IMAGO Camera 30 years after „Wiens Analytiker in der Black Box“ exhibition, Vienna, Austria (solo exhibition)

Exhibition works by Susanna Kraus



Kunstkraftwerker, ZKM Karlsruhe, 2007



Berlin Cooks, 2010



Punks of Kreuzberg, 2011



Fashion work with Benu Berlin, 2017



Fashion work with Esther Haase Berlin, 2014



Circus Roncalli, Munich 2008



Berlin Tattoo Scene in the IMAGO Camera, 2018, © Susanna Kraus



Berlin Tattoo Scene in the IMAGO Camera, 2018, © Susanna Kraus



Berlin Tattoo Scene in the IMAGO Camera, 2018, © Susanna Kraus

Press Commentaries

»In the era of smartphone photography this camera turns the circumstances of photoart upside down.

No manipulations or repetition. No playing games with the variables of digital enhancement. This is the answer to the picture flood caused by mobile phones and other devices.«

Süddeutsche Zeitung

»Irritation is the moment when you see yourself through the eyes of someone else ... Self-dramatization par excellence.«

Die Welt

»All of the portrayed are amazed by the extraordinary effect of the images brought by this peculiar photo booth. A touch of silver gelatine blurs the large-format photos. The photos are also so expressive that they almost seem like an existential stage production of Faust. ...«

Spiegel

»Everything is possible: the pose, the imaginative game with one's own appearance or, with the right kind of courage and poise, an intimate encounter with one's individual reflection. Looking one's own image in the face without any sign of fear.«

Photonews

„Spectacular and unique life-size prints.“

Hamburger Abendblatt

„... For all its old fashioned futurism worthy of a Frith Lang film, the Imago camera is part of a small but steady renaissance of analog photography, especially of the instant sort... „

NYTimes, 1.12.2016

»And best of all, anyone can use it.«

New York Times Style Magazine

»Large format photography, the portrayal of life in the format 1:1, this is the dream from the replay of reality as truth, that is the dream of photography as the witness of reality and truth. Imago adds the dimension of imagination to this dream, another dream.«

Peter Weibel, ZKM



Making - Of IMAGO Sessions



Making - Of IMAGO Sessions

Technical Details of mobile IMAGO Cameras

– Dimensions

Length: 8.2m
Width: 4.2m
Height: 3.0m
Weight: 900 kg

Pre-assembly all individual sections will pass through a standard door opening, measuring: 1.5m x 2.2m

Support space: Local storage area for photographic consumables and sundry packaging materials.

– Mains Power Supply

Requirement: Four independent mains power supply points
Voltage: 220 – 240 V
Voltage strobe system for USA: 120 V
Frequency: 50/60 Hz
Power: 16 VA

– Water Connections

Waterfeed: ½ inch connection,
Wastewater: ¾ inch connection at floor level

– Effluent

The wastewater is free from any harmful substances

Note 1: For insurance reasons all water connections should be made by local technical staff.

Note 2: If there is no possibility of direct water connection at the camera position, it is feasible to source water from a local facility such as a wash room. The machine which develops the photographs can be moved out of the camera body to a blacked out wash room.

– Mobility

Erection time: One day
Dismantling time: One day
Transportation: 7.5 ton Van

SUSANNA KRAUS

Susanna Kraus, born in Munich, is the artist and visionary leader behind the IMAGO Camera, the analogue direct-exposure large format camera for lifesize portraits unique in the world.

In the range of staged large format photography, the trained actress is working solely with this specialist analogue media. She educated herself in the subtleties and refinements possible when creating photographs with the IMAGO Camera.

In her own artwork she profits from her 25 years on the theater stage. She successfully combines performance art, directing and the elements of image creation into one creative package. Alone, or with partners, her work covers a broad field of creative imagery. Among the many subjects covered is her specialism in the portrayal of significant social groupings, extracting the essence of personality through the imaginative application of the keyboard of analogue techniques available to her..

To facilitate international exhibitions and the involvement of international artists Susanna Kraus, in 2014, working in partnership with her son Jakob, developed, designed and constructed a variation of the camera where the mobility essential to service this wish is a fundamental part of the design.

Technical capability is unchanged. In addition to her art work Susanna Kraus has introduced the IMAGO Camera to a wide range of audiences within Europe, and notably, China. In the process she has employed her talents to produce unique images for individuals and families wherever the camera was located. Her work in this area has received widespread appreciation.

Susanna Kraus lives and works in Berlin.





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Artist and CEO

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