

Fabian writing about Anna's Photo Book

What:

Anna's Photo Book is about the meat market as metaphor on how we objectivity people. In a meat market you can choose different kinds of meat, shape, size, weight, colour etc. According to Anna society is almost like a meat market. The photo book contains images of stylized/abstracted close ups of meat and the human body transformed into landscapes. By doing this, she takes away gender, class, sexual identity, race etc. It is going to be a big book in landscape format. The cover will be made out of Ostrich leather covered with black. The photographs themselves will be presented in full bleed double pages on heavy matt textured paper, which lay flat. (so when you open the book the pages don't bend). On the last two pages there will be an essay, but the top part of the two pages will be glued together. So people first have to look at the images, and create their own opinion about the work without knowing the specific context as such.

How:

The photo book will be produced by a third party. Anna will give them her ideas about how it roughly should look like. They will get back to her, with samples, and then Anna will make her #girlboss decisions.

Why:

Anna has always been obsessed with the human body. It has been the subject of her practice for the last 5 years. For her it is also a form of therapy: accepting your own body, seeing the beauty in imperfection. She also wants to eliminate the notion of judgement when it comes to the human body. Through accepting her own body, she can also find beauty in other people's flaws. Thereby she creates a new standard of what beauty is for her, and this open mind she wants to share with the world. As most pictures of bodies are viewed online. the physicality of the photo book makes it a better medium to view these images. The text relates to the concept of the photo book by questioning how feminism was ruined by media such as text and photography. Anna wants to photograph the body in a different way then the media depicts it, so people have an alternative.

Anna's Summary

Anna's photo book uses the meat market as a metaphor for the general view of the human body in today's society. The book will be covered in black colored ostrich leather, landscape size with full bleed double images, the book will also contain one piece of writing. She will discuss the making of the book with a third party which will send examples and mockups for her to approve. Her conceptual book is a connotation to the media and how feminism and equality has been mocked, she wants the viewer to understand that we do not need to put people in categories based on our body and identity.