



Stefanie Schneider
6th July 2011- 2nd September 2011
ROLLO Contemporary Art, 51 Cleveland Street, London, W1T 4JH

ROLLO Contemporary Art is delighted to announce details of the forthcoming solo exhibition of works by German photographer, Stefanie Schneider at ROLLO Contemporary Art from 6th July – 2nd September 2011.

Taking the American West as her inspiration, Schneider's alluring female characters are placed within the vast, sun drenched landscapes of California. Often in wigs and colourful dress Schneider's images evoke ideas of masquerade and play, however the intense gazes of Schneider's female characters undermine their playful edge suggesting an unnerving or tragic quality beneath the surface of these glossy women. Together her photographs evoke love, pain, loneliness, alienation and re-discovery and collectively can be seen to suggest a social commentary on America; pointing to the cracks beneath the surface of the glitz and glamour of Western American and the 'American Dream'.

Using expired Polaroid film which is then enlarged, Schneider's images both emphasise the sun drenched light of California and embody the cinematographic quality of the films of Quentin Tarantino and Oliver Stone. Although carefully staged, Schneider's works are reminiscent of forgotten memories, dreams and chance encounters. The blemishes of the flawed Polaroid film, further add to Schneider's intent to represent an imperfect narrative, whereby the viewer is left questioning.

Schneider has commented on the relationship between her bleached out Californian dreamscapes and the disintegration of a faded Hollywood dream, "Hollywood is the quintessential dream factory, everyone goes there in search of their dreams, and many dreams are shattered there." As a European living in Los Angeles, her work highlights aspects of melancholy and loss that lie beneath the gloss and glamour of today's America.

Stefanie Schneider was born in Germany in 1968. She received her MFA in Communication Design at the Folkwang Schule Essen, Germany. Currently she divides her time between her two studios in Berlin and Los Angeles. Her work has been shown at the Museum for Photography, Braunschweig, Museum für Kommunikation, Berlin, the Institut für Neue Medien, Frankfurt, the Nassauischer Kunstverein, Wiesbaden, Kunstverein Bielefeld, Museum für Moderne Kunst Passau, Les Rencontres d'Arles, Foto-Triennale Esslingen. Forthcoming exhibitions include the DZ Bank Collection, Kunstmuseum Cottbus, and Deichtorhallen Hamburg, Kestner Gesellschaft, Hannover. Schneider's works are represented in the public collections of DZ Bank, Frankfurt, Germany, Schmidt Bank, Regensburg,

Germany, Sammlung Sander, Berlin, Germany, Germanisches Nationalmuseum, Nürnberg, Germany, and Impossible Polaroid Collection, Vienna, Austria, as well as being represented in prestigious private collections internationally.

Notes to Editors

Contacts: For further information please contact Emily Johnson, Gallery Assistant, ROLLO Contemporary Art on +44 (0)207 580 0020, emily@rolloart.com

Image: Stefanie Schneider, *Radha Mind Screen*, 1999, Analog C-Print, Hand printed by the artist on Aluminum with Matte UV Protection, 128 x 125 cm

A Press Launch and Private view will be held at ROLLO Contemporary Art on Tuesday 5th July 2011.

ROLLO Contemporary Art, London launched in 2005 with *The Writer*, a public art installation of a 30 metre high table and chair by artist Giancarlo Neri installed on Hampstead Heath during summer 2005. The principle concern of the gallery is to present exhibitions which create a dialogue between innovative contemporary art and its theoretical contexts in the exhibition space. As well as holding solo exhibitions of gallery artists, the program at ROLLO focuses on thematic group exhibitions exploring trends in current art practice. A major focus at the gallery is the representation of women artists. From 2009 to 2011 the gallery curated a three part touring exhibition *The Body in Women's Art Now*, which travelled to the New Hall Art Collection, University of Cambridge. For further details about ROLLO Contemporary Art exhibitions and artists please see www.rolloart.com