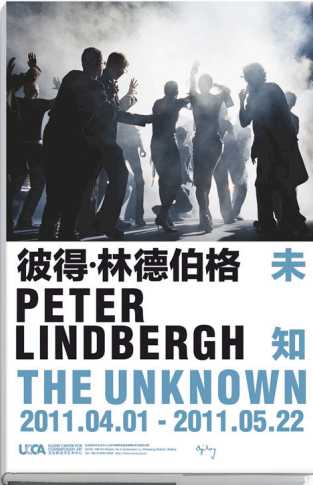


PRESS RELEASE



PETER LINDBERGH: The Unknown
A breathtaking story in photographs and
an innovative new chapter in fashion photography

Internationally-known German fashion photographer Peter Lindbergh was born in 1944 and grew up in Duisburg. During the eighties, he revolutionized his métier with his iconic images of Linda Evangelista, Naomi Campbell, Cindy Crawford, Tatjana Patitz, Nadja Auermann and other supermodels. His photographs sought to capture the personality, character, and identity of the models — and not just the glitter and glamour. In doing so, Lindbergh laid the foundation for the “supermodel” phenomenon that swept the globe.

Peter Lindbergh:
The Unknown
The Chinese Episode
With an Interview by Jérôme Sans
200 pages, 89 plates
ISBN 978-3-8296-0544-1
English edition with German
supplement
€ 49.80; (A) 51.20; sFr 70.90

Peter Lindbergh’s new project, *The Unknown*, represents yet another innovative chapter in the field of fashion photography. His exhibition at the *Ullens Center for Contemporary Art* in Beijing (1 April through 22 May 2011) consists of huge murals that are reproduced in our new photo book *Peter Lindbergh: The Unknown. The Chinese Episode* (200 pages, 89 plates). Lindbergh’s extraordinary images are displayed within an unusual framework and from a novel perspective for fashion photography: *The Unknown* is a photographic “serial novel” of fashion shootings set against the backdrop of a fictitious landing of beings from outer space. Peter Lindbergh commenced this visual tour de force in 1990, and he has pursued it with cineastic intensity to the present day. The extraterrestrial theme is elegantly augmented with elements of Hollywood glamour from the fifties, the German cinema of Fritz Lang, and futuristic scenarios of science fiction movies — much in the manner of Orson Welles or Ridley Scott. Lindbergh has now joined these photographs together for the first time to form a large-scale pictorial narrative for the exhibition in Beijing.

You don't know what it is, and maybe you should run away, but you stay there because your curiosity is stronger. (...) The beauty of the unknown is that you do not know how it ends.

Peter Lindbergh

Integrating the unexpected and the unpredictable into photography has long been Lindbergh’s aesthetic concept. In *The Unknown*, the breathtaking play upon natural curiosity and simultaneous, unarticulated fear reaches a pinnacle of suspense. Smoggy industrial facilities, dusty desert landscapes, and big-city side streets illuminated by indefinable sources of light are the settings Lindbergh chooses for his protagonists. First and foremost there is supermodel Milla Jovovich who began working with Lindbergh at age 13 while he was shooting his incredible series in the Mojave Desert. Milla is the star of this chimeric photo-story, the plot of which deliberately remains enigmatic. *The Unknown* is a gigantic remix, a visual journey through decades of images that follows no given order or chronology.

SCHIRMER/MOSEL VERLAG
WIDENMAYERSTRASSE 16 • D-80538 MÜNCHEN

TELEFON 089/21 26 70-0 • TELEFAX 089/33 86 95
e-mail: press@schirmer-mosel.com

The Unknown intertwines intentions and interpretations: lively, action-packed moments with startled and bewildered faces alternate with placid scenarios and portraits. The presentation of the fashions the models are wearing is not the sole focus; the models evolve into their own independent characters within a fast-paced narrative. At times, even they themselves seem to mutate into aliens.

With his new book and exhibition, Peter Lindbergh has once again succeeded in stretching the limits of photographic diction. Thanks to his masterly skill, his images hold their own ground amidst fiction and documentation, photography and film, between wonder and fear, stasis and motion. *The Unknown* represents a quantum leap without equal in the world of illustrated books and fashion photography.

Appealing press images for your reviews can be found on our website **www.schirmer-mosel.com** under “Press Releases.” In addition to the cover, up to three images can be selected free of charge for use in reviewing the book.

Schirmer/Mosel Press Department

Ulrike Westphal // press@schirmer-mosel.com // Tel. +49 (0)89-2126700

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