

# IMAGO

## IMAGO PHOTOUR: MOBILE SELF-EXPRESSION!

The *IMAGO Camera* is the only large-format walk-in camera in the world which creates life-sized self-portraits of people. With a length of 7 meters and a height of 4 meters this camera produces black and white portraits on a special paper solely created for IMAGO. It is the modern way to meet oneself, to discover who you are and to perceive yourself as others see you. This exceptional experience is now available through a transportable version of the camera completed in 2014: The fully functioning prototype of the IMAGO Photour, the mobile version of IMAGO. Now, instead of the world having to come to the camera, the camera can come to the world. Pictures mobilize the world!

The historical background is just as interesting as the IMAGO Photour itself: Werner Kraus is assigned the photographic documentation of the Daimler-Benz Wankel engine in 1970. He then constructs an extremely fast lens for image capture on a 1 to 1 scale. With the help of the sculptor Erhard Höble he then develops the IMAGO Camera which, however, after an initial active phase, falls into oblivion at the end of the 1970's.

The rediscovery of the camera by the inventor's daughter, the actress Susanna Kraus, led to its transformation under her leadership into a unique project combining science, art, craft and self-awareness.

## A PROVEN CONCEPT – MOVEABLE DESIGN

The size of the IMAGO Camera makes it possible for the guests to step inside its powerful body and take a self-portrait in complete isolation, without the participation of others and without external distractions. The focus on the moment is like a journey to find oneself. This is also where the camera surprises most users with a mirror image of themselves – non-reversed. The Imago Photour is the outcome of years of work by the initiator Susanna Kraus and her team. The construction of this art project was by her son, the boat-builder Jacob Kraus. The design was inspired by the original model, by Erhard Höble, dating from the 1970's.

The researched and reproduced technology was installed and The Imago Photour completed following a lengthy commissioning phase. The first IMAGO Photour is now ready for use. With its flexible and light construction it can be packed, transported and re-assembled within a day.



# IMAGO

## STATE OF ART DESIGN: IMAGO & COOP HIMMELB(L)AU

The implementation of the portable version of the technically complex IMAGO Camera tested the designers and constructors from the very beginning. The goal was to create something both technically and aesthetically beautiful. It was apparent that only the best specialists would be fit for the job. Wolf Prix, the founder of the renowned architects “Coop Himmelblau” was the one who fell in love with the magic of the IMAGOgram. He accepted the challenge. Ultimate photo aesthetics and uncompromising design meet at IMAGO.

## IMAGOGRAPHY WITHOUT BOUNDARIES

Besides its function as a self-portrait camera for private individuals, the IMAGO Camera is also used in other contexts: artists such as Nick Cave, Robert Wilson, Eva Mattes, Jonathan Meese or Ernst Fuchs (in the 1970's) experiment with IMAGO to realize their individual projects. Not only artists use it, actors, directors and musicians also do. Designers photograph their collections on a 1 to 1 scale. Physical therapists discover the creative potential of the IMAGO Camera for their work on the self. Companies use it as their main piece at events and sharpen their brand's image this way. The IMAGO Camera perfect for working with individuals or groups. This is beautifully illustrated by Susanna Kraus's works on the psychoanalyst Wiens (2006), the acrobats of the Roncalli circus (2007), professors of the ZMK Karlsruhe (2008), Berlin's top chefs (2010), the punks of Kreuzberg (2011) or, as shown in Munich, the personalities in the background of Pinakothek der Moderne (2013).

These works consciously deal with the topic of self-expression. The goal: to expand the possibilities of the IMAGO Camera and the IMAGO Photo Tour and to break perceived boundaries.

