

FOTOSEPTIEMBRE USA

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INSTITUTO CULTURAL DE MEXICO
SAN ANTONIO TEXAS

ALEX & FELIX

Alex Gertschen and Felix Meier live and work in Lucerne, Switzerland, where for over twelve years they have been creating images together as Alex & Felix.

Before becoming full-time photographic artists, Alex was a goldsmith and apprenticed as a photographer, and Felix was a hairdresser and a graphic designer. Now, as photographers, they exhibit frequently in galleries and festivals throughout Europe and the United States.

13 QUEENS

In our earlier images, we posed models in elaborate sets created specifically for each image. In our *13 Queens* series there is no background set or scene. We have taken our design concept a step further, where each queen is wearing the elements of her scene; her clothes and accessories become the stage.

We do everything ourselves. We are designers and builders, and we are also dress makers. We do not sketch or design on paper, or conceptualize or create on a computer. It is all crafted by hand. This is important to us. We discuss the themes and the essential elements of each image. We then look for objects and materials to include in the images. Creating the outfits is a long process, it takes weeks, and it is always different for every image.

In the end, the real challenge is deciding when to press the shutter. Since we are working with a live model and complicated props, without any digital backup, we only get one opportunity to create an image. We cannot, will not, alter or repair images after the fact.

We find that we get our influences from everything and everywhere; football, medieval imagery, retail display, music, etc. We absorb everything... like sponges.

There is a narrative we follow throughout the process of creating an image. But what is truly interesting, is hearing the stories that viewers create for themselves around our images. There are, after all, many sides to every story.

Alex & Felix

FOTOSEPTIEMBRE USA 2012 Signature Exhibit • Curated by Michael Mehl
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