

PIBE



# ANJA NIEMI

WORDS ROCIO FRAUSTO

Stargaze to a blazing Mid Summer Secret Garden reminiscent of the first moments of Spring and a treasure trove of decorative arts inspired by early 20th century from Victorian theatre.

A maximalist menagerie – symbolic of the ethnographic doctrine forged by the creative direction of Norwegian Photographer Anja Niemi. An Eden bloomed by a verdant foliage of lush interiors and stage adaptations has been a signature since critically acclaimed series 'Do Not Disturb' and 'Darlene & Me' exhibited at Photo London 2015.

A dream-like haze inspired by pioneering actress Eleonora Duse who traveled the world's stages alongside Sarah Bernhardt in the early 20th century. Whilst, a 1959 suitcase from a beautician permeated the inspiration for 'Darlene & Me' in California Desert. Pioneering methodologies with an aesthetic sensibility and juxtaposition of classicism and craft with international exhibitions in Photo London, Photo Fairs in San Francisco and the Little Black Gallery London. Achieving an auction record of \$7,000 by Paddle 8 for celebrated series, 'Do Not Disturb'.





*'Considered one of the most compelling contemporary artists of our times' - Channel 4*

*"The emphasis is on the character and still using myself as the leading and only role in each story," explains Niemi, "I set my camera to photograph a certain amount of frames so I can forget about the technical aspect and get into my character. Then, I suppose it's a little like dancing, I try to feel and let it out through my movement."*



'She Could Have Been A Cowboy' by Anja Niemi is at Photo London with The Little Black Gallery from 17 - 20 May, and then at The Ravestijn Gallery in Amsterdam from 8 September - 20 October.  
[www.thelittleblackgallery.com](http://www.thelittleblackgallery.com).