

PRESS RELEASE

Berlin, Dec 20, 2022

ANASTASIA SAMOYLOVA FLORIDAS

C/O Berlin presents the exhibition **Anastasia Samoylova . Floridas** from **January 28 to May 4, 2023**. The **opening** will take place on **Friday, 27 Jan 2023**, at **20:00** at C/O Berlin in the Amerika Haus at Hardenbergstraße 22-24, 10623 Berlin.

A flamingo, calmly making its way between large palm trees, is reflected on the surface of the water. A vacation paradise presents itself from its most favorable and sunniest side: pure nature and bliss. But what is really hidden under the surface of this seductive illusion? Is what we see really an idyllic beach scene?

Anastasia Samoylova (b. 1984, USSR) scratches the flamboyant surface of an American dream in a place where the public image is characterized by beaches and palm trees, where pink flamingos romp in front of colorful buildings and alligators find their way into pools. On her photographic road trip through Florida, Samoylova shows the Sunshine State as a shimmering fantasy and subtropical dystopia that is equally marked by its deep political divide and by the impact of the climate crisis.

While investigating the sociocultural identity of the famous swing state, Samoylova shows how Florida is a symbol of the polarized politics of the United States and its complex past. Her pictures depict urban centers with their deceptive advertising and luxurious real estate as well as desolate areas and wild nature. She also makes portraits of the people she meets along the way, all of whom call Florida their home despite their differences. Samoylova's works tell of colorful emptiness, bombastic materialism, and cultural artificiality, revealing incompatibility, existential threats, and dreariness. Her pictures track down numerous contradictions and challenge the many identities of Florida.

Against the background of this dichotomy of staged perception and reality, Samoylova employs strategies of commercial photography in her artistic practice to investigate topics such as environmental protection, consumerism, and the picturesque. Her photographic observations of everyday life link her work to legendary American photographers such as Berenice Abbott, Robert Frank, and Walker Evans, who in their day also explored the country on road trips. As a photo artist of the present, she breathes new life into the typically American genre of road trip photography and imposes a female perspective on the genre's predominantly male view of America. With her colorful, collage-like details of reality, she transports the colorfulness of *New Color Photography*, which was once considered vulgar, into the present.

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Shown concurrently with the major retrospective of the work of color photography pioneer William Eggleston, C/O Berlin will present *Anastasia Samoylova . Floridas* from January 28 to May 4, 2023. Following the publication of her recent monograph on the subject by Steidl, this is the artist's first institutional solo exhibition in Germany.

Anastasia Samoylova (b. 1984, USSR) is an American artist who moves between observational photography and studio practice. Her work explores notions of environmentalism, consumerism and the picturesque. Recent exhibitions include Eastman Museum; Chrysler Museum of Art; The Photographer's Gallery, London; Kunst Haus Wien; HistoryMiami Museum; and Museum of Fine Arts, Le Locle. In 2022 Samoylova was shortlisted for the Deutsche Börse Photography Foundation Prize. Her work is in the collections at the Perez Art Museum, Miami; the High Museum of Art, Atlanta and Museum of Contemporary Photography, Chicago; among others. Published monographs include *Floridas* (Steidl, 2022) and *FloodZone* (Steidl, 2019).

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Floridas

Exhibition	Jan 28 – May 4, 2023
Press Tour	Jan 27, 2023 . 11:00
Opening	Jan 27, 2023 . 20:00
Opening Hours	Daily . 11:00–20:00
Admission	12/8 Euros
Organizer	C/O Berlin Foundation Amerika Haus . Hardenbergstraße 22–24 . 10623 Berlin Tel +49.30.284 44 16-0 . www.co-berlin.org www.facebook.com/coberlinphoto www.instagram.com/coberlin www.twitter.com/coberlin #coberlin #anastasiasamoylova
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