

Exposing fame and questioning identity through portraits

Berlin based artist Johanna Keimeyer uncovers identity in portraits of famous stars

Exhibition **ICONIC PORTRAITS** by Johanna Keimeyer at Kühlhaus — BBA Gallery Artist Prize 2022

[Download link with high – res press photos and info](#)

On June 02, 2022, the self-portrait photography series **ICONIC PORTRAITS** by Berlin-based artist Johanna Keimeyer will be exhibited for the first time at Kühlhaus Berlin. The exhibition takes place in the context of the [BBA Gallery Artist Prize 2022](#).

With the project **ICONIC PORTRAITS**, the artist takes an innovative approach to the question of human identity and the iconization of artists. In this photographic metamorphosis, Keimeyer makes use of the internationally icons of the art world. She portrays herself as Andy Warhol, David Bowie, Karl Lagerfeld, Frida Kahlo, Marilyn Monroe, Madonna, John Lennon, Elvis, Freddie Mercury and the Joker. But we also see her without makeup in a portrait as her natural self Johanna.

By stepping into the imaginary roles of these artistic icons, like a mask, the artist questions the nature of fame: „Who are you without your identity?“ she asks, „Were these icons happy with their success as people? Is success really worth striving for? Why do masses follow a certain person or their message?“

Using multiple film exposures, through both digital and analogue means, Keimeyer creates unique multi-layered translucent portraits the effect of which highlight the many aspects and vulnerabilities of an iconic individual's persona. Striving to make the invisible visible, she shows that what makes a person truly beautiful is not what you see with your eye, but what is radiated from within.

*“A person who smiles - in a piece of clothing by Karl Lagerfeld - what is more beautiful? Their smile or the garment?“ asks Keimeyer. “The beauty of the moment, that’s what art means to me. When I succeed in capturing the moment of eternity and expressing it in a work. That is the secret of art to me.“*

Johanna Keimeyer has had numerous exhibitions and performances in renowned galleries and museums in Europe, Asia and the USA. In 2021 she showed the first part of this work in Taiwan, where she participated in an artist-in-residence cultural exchange at the Taipei Artist Village.

### **ICONIC PORTRAITS - photography exhibition**

**Thursday, 02 June 2022 16 - 20 h VIP Opening**

**02. bis 19. Juni 2022, free entrance**

**opening hours 11 - 19 h daily, closed Mondays**

**Kühlhaus Berlin**

**Luckenwalder Str. 3, 10963 Berlin**

[Google Maps Link](#)

**RSVP to [press@keimeyer.com](mailto:press@keimeyer.com)**

**Friday, 03 June 2022**

**18 h Artist Talk**

**Saturday, 04 June 2022**

**18 h Opening Reception,  
Meet and Greet with  
artist**

**20 h Winners Announcement**

#### **About Johanna Keimeyer:**

Johanna Keimeyer (born 1982) studied design and digital media at University of the Arts (UdK), Berlin, at Tama Art University Tokyo, and at Rhode Island School of Design (RISD), USA and MIT Media Lab, Boston, USA.

As an experiential artist, she creates immersive experiences, transforming architectural highlights into emotional experiences with video, light, and sound with large scale installations. Johanna Keimeyer's work is in prestigious art collections - [see her website](#) for more information.

Awards: Faces of Design Award, (FoD, 2010), International Design Award Lighting, first prize, (IDA, 2009), Bloom Art Award, Art Duesseldorf (2018 nominated), International Design Award Architecture Gold (IDA, 2018).

#### **About BBA Gallery and the BBA Artist Prize:**

The BBA Artist Prize aims to discover aspiring artists and opens doors for their entry into the art world, providing a stage for artists of all ages and career spheres. The BBA team and the Artist Prize jury looks to discover, promote exceptional forms of artistic expression across borders, genders, nationalities and themes.

The BBA Artist Prize will be awarded to emerging artists they discover from all over the world. The jury of experts has evaluated the applications and winners are announced on June 4 at 8pm during the group exhibition. The 1st prize winner receives a prestigious solo exhibition at the BBA Gallery in Berlin-Mitte.



© Raphael Maxim Guillou



Warhol

Lagerfeld

Bowie

ICONIC PORTRAITS - photographic self-portraits by Johanna Keimeyer, exhibition at Kühlhaus Berlin by BBA Gallery and the BBA Artist Prize, Berlin 2022

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JOHANNA KEIMEYER'S

# ICONIC PORTRAITS 偶像

BBA Artist Prize Exhibition 2022 Kühlhaus Berlin 3.6 - 19.6.22



## BBA Artist Prize 2022 Exhibition ICONIC PORTRAITS 偶像

Johanna Keimeyer invites you to...

### VIP Opening

Thursday, 02 June, 2022

16:00 - 20:00

### Artist Talk

Friday, 03. June

18:00 (CEST) Live on Insta

### Winners Announcement

Saturday, 04. June

Event starts at 18:00

20:00 (CEST) winners  
announcement

### Opening Hours

3.6.2022 - 19.6.2022

Tuesday - Sunday

11:00 - 19:00

Closed Monday

### @Kühlhaus Berlin

Luckenwalder Straße 3

10963 Berlin

Please join us ❤️

Johanna Keimeyer

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