



Museum Ulm | Marktplatz 9 | 89073 Ulm

Stadt Ulm

ulm

Press Release from 11 November 2020

: Lois Hechenblaikner - Alpenglow 12 December 2020 to 11 April 2021

Ischgl - stronghold of mass skiing and party tourism. At the beginning of this year, the municipality in Tyrol gained a questionable fame as a hotspot in connection with the Europe-wide spread of Covid-19. In March, the virus also spread from Ischgl to Germany and also to Ulm through ski trips and holidaymakers.



A problem of mass tourism? Since the mid-1990s, photographer **Lois Hechenblaikner** (*1958), who comes from the Alpbach Valley in Tyrol, has been focusing on tourism and the sell-out of his homeland in his pictures. In a long-term observation, he documents the enormous changes that mass tourism has brought about for the landscape and the locals. With excessive après-ski parties, Ischgl is the epitome of a *"Delirium Alpinum"* for Lois Hechenblaikner - every winter, Ischgl becomes a place of *"tourist madness"* and excess.

The exhibition shows the artistic processing of a local colour that suddenly and unintentionally attained supra-regional significance and thus becomes a topic that concerns us all in Europe. At a time when society worldwide is having to face the challenges of the Corona pandemic, phenomena of our globalised world, such as mass tourism, are being called into question. With her photographs, video works and object installations, Lois Hechenblaikner provides a cultural-sociological documentation of the characteristics and effects of unrestrained and rampant tourism. He is not concerned with rebuke, but with the unfiltered representation of reality and the exposure of contradictions in society. He does not take his photographs with judgmental glasses, but as an accompanying observer in the midst of the celebrating people.

Lois Hechenblaikner confronts the viewer with the changes in his homeland in a special way in his photo series "Hinter den Bergen" (Behind the Mountains): in juxtapositions he pairs historical black-and-white photographs by the agricultural journalist and photographer Armin Kniely (1907-1998) with corresponding colour pictures photographed by him. With a double boredom and a distance of about 60 years between the photographs, he reflects completely new contexts of the conversion of an agricultural landscape into a used leisure landscape and thus simultaneously holds up a mirror to our society. In installations such as "Après Ski" for which Lois Hechenblaikner collected broken ski boots, shoe soles and helmets, are a commentary on the consumer and throwaway society that goes hand in hand with winter sports tourism in his homeland. For Lois Hechenblaikner, the question arises as to what effects the remains left behind by holidaymakers in nature have on the "soul landscape" of the locals. And what traces do his paintings leave behind in the "soul landscape" of the viewers?



Lois Hechenblaikner's current illustrated book *Ischgl* was published by Steidl Verlag in June 2020. Before that, the photo books *Volksmusik* (2019), *Hinter den Bergen* (2018) and *Winter Wonderland* (2012).

Press Conference | Fri | 11 December 2020 | 11 p.m.
With Lois Hechenblaikner and the curator Stefanie Dathe

: Further information on the **exhibition** is also available at www.museumulm.de.

Abb.: Lois Hechenblaikner_Saisonabschluss-Event Idalp, Ischgl_2004_Farbfotografie_Courtesy by the artist | Lois Hechenblaikner_St. Johann_2001_Farbfotografie_Courtesy by the artist

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Opening Hours
Tue - Sun : 11 a.m. - 05 p.m.
Sat - Sun : 11 a.m. - 06 p.m.
www.museumulm.de