



Museum Ulm | Marktplatz 9 | 89073 Ulm

Stadt Ulm

ulm

: Press Text

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 community in the Tyrol gained questionable notoriety as a hotspot in connection with the Europe-wide spread of Covid-19. In March, the virus also made its way from Ischgl to Germany and also to Ulm through ski trips and holidaymakers.



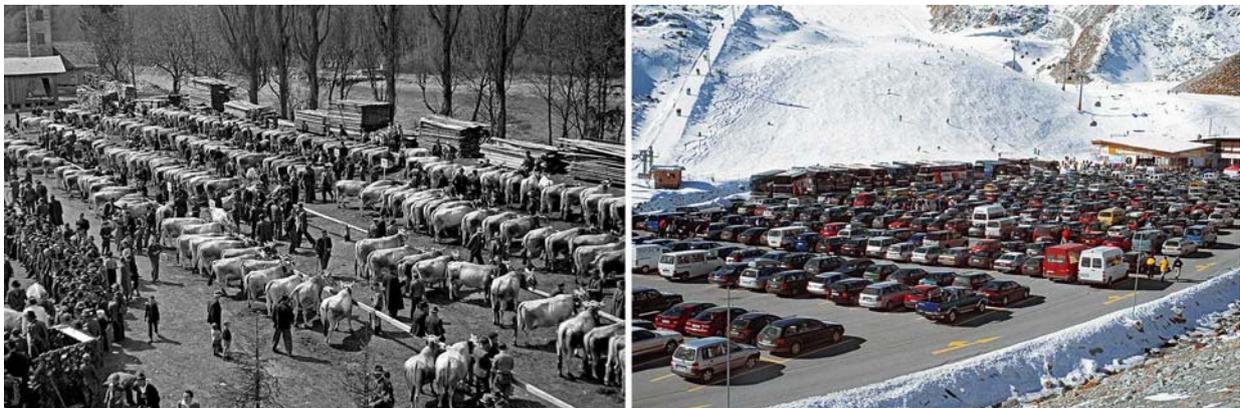
A problem of mass tourism? Since the mid-1990s, photographer **Lois Hechenblaikner** (*1958), who comes from the Tyrolean Alpbachtal, has been dealing with tourism and the sell-out of his homeland in his motifs. In a long-term observation, he documents the enormous changes that mass tourism brings to the landscape and the locals. With debauched 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 acquired supra-regional significance and thus becomes a topic that concerns us all in Europe. At a time when society worldwide has to face the challenges of the Corona pandemic, it is precisely phenomena of our globalised world, such as mass tourism, that are being called into question. With his 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 interested in reprimanding, but in the unfiltered depiction of reality and the uncovering of contradictions in society. He does not take his photographs with judgmental glasses, but as an accompanying observer in the midst of the party 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 colour images photographed by him accordingly. With an ambiguity and around 60 years between the photographs, he reflects on completely new contexts of the conversion of an agricultural landscape into a used leisure landscape and thus also holds up a mirror to our society at the same time. Installations like "Après Ski", for which Lois Hechenblaikner collected abandoned 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 is what impact the remnants that holidaymakers leave behind in nature have on the "soul landscape" of the locals.



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

Pic.: Lois Hechenblaikner_Three colour photographs from the illustrated book Ischgl_2004-2020_Courtesy by the artist | Lois Hechenblaikner_Two colour photographs from the series Hintern den Bergen (St. Johann_Tiefenbacherferner_2001)_Courtesy by the artist

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