



Get the Look! photomontage 2024

Galerie Dix9 is pleased to present

GET THE LOOK ! Romain Mader

16.05 - 15.06. 2024

Opening Thursday May 16 / 5pm - 8pm
in presence of the artist

GALERIE DIX9 Hélène Lacharmoise

19, rue des Filles du Calvaire 75003 Paris - M° Filles du Calvaire
Tuesday- Friday: 2pm - 7pm, Saturday 11am - 7pm an et upon Appointment
Tél: +33(0)1 42 78 91 77 - website: <http://www.galeriedix9.com>

Hélène Lacharmoise : +33(0)6 33 62 94 07 - hlacharmoise@yahoo.fr

GET THE LOOK!

For his second solo exhibition at Galerie Dix9, Romain Mader presents *Get the look!*, an unprecedented project shown for the first time in its entirety. In line with previous projects, the artist creates a fictional narrative and stages himself in order to critically and ironically evaluate the contradictions of the «fast fashion», the result of aggressive marketing generated by excessive and intrusive use of algorithms.

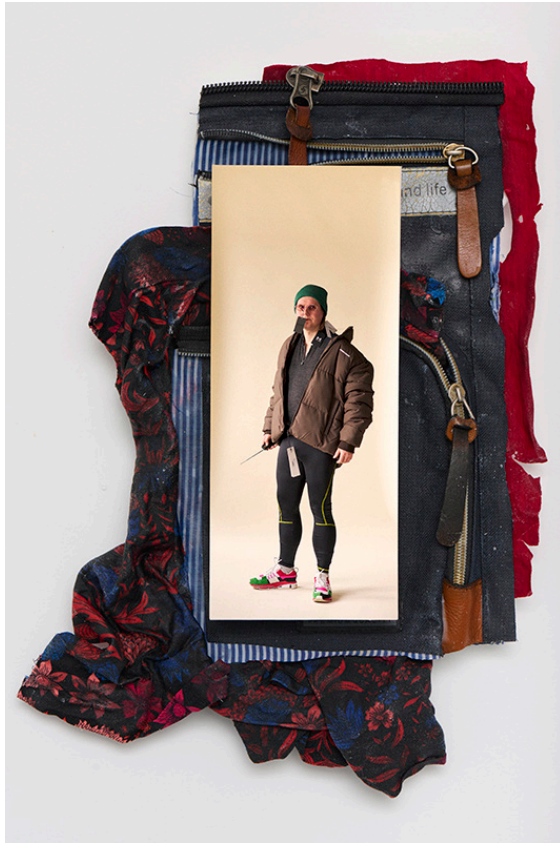
The project begins with a browsing activity on clothing sales sites that offer an incessant flow of new items to satisfy an artificially stimulated demand. Brands and platforms are constantly using algorithms to identify buyer profiles and encourage them to continuously order new items. Following their recommendations, Romain Mader buys clothes of different colors and textures, then wears them and photographs himself before returning them. In a sculptural approach, the artist stages each photograph on a background composed of discarded and unusable pieces of clothing that he recovers.

This project with a performative dimension that mobilizes the use of photography relates to the practice of disguise in a critical and ironic perspective. The artist confronts the viewer with the phenomenon of blind and continuous overconsumption, indifferent to the social and environmental consequences it entails. Individuals' purchasing behaviours have become the core of brands' business strategy, making their customers the prey of a system governed by the reign of algorithms. Decision-making is altered and thwarted by suggested looks. They convey the urgency of complying with trends and the conformity of the typified modes of representation of brands, taking precedence over individuality and originality.

Get the look! appears as a gallery of playful and sarcastic self-portraits that present variations around contemporary issues of vanity, super ego and the illusion of singularity.



Sun, Get the Look!, 2024
inkjet print on Japanese paper, recycled clothes, wax, wood, 21x31cm



Tue, Get the Look! 2024
inkjet print on Japanese paper, accessories and recycled
clothes, wax, wood, 30x40cm



Wed, Get the Look!, 2024
inkjet print on Japanese paper, accessories and recycled clothes, wax,
wood, 39x34cm



Sun, Get the Look! 2024
inkjet print on Japanese paper, accessories and
recycled clothes, wax, wood, 19x32cm

BIOGRAPHY

Born in 1988 at Aigle, Vaud, Romain Mader lives and works in Zürich, CH

Education

Master, Fine Arts, Zürcher Hochschule der Künste (ZHdK), Zurich (2015 - 2018)
Bachelor, Photography, Ecole Cantonale d'Art de Lausanne (ECAL), (2009 - 2012)
Die Angewandte, Erasmus, AT(2011)

Prizes

2023

Enquête Photographique Vaudoise

2021

C/O Berlin Talent Award, finalist
Grand Prix Images Vevey, finalist

2017

FOAM Paul Huf Award, laureate

2016

Paul Huf Award, finalist

2014

Photoforum Pasquart Prize, Finalist
HSBC prix de photographie Finalist
Artistes émergents en Photographie, Pro

Helvetia Suisse, laureate

2013

Swiss design awards, finalist
ewz-PhotoBook-Prize, laureate
Globetrotter World Photo, laureate

2012

Prize Raiffeisen Bank – master project

Residencies

2019 Academy of Visual Arts, Hong Kong
2018 12 months Atelierprogramm Migros Herdern, Zurich
2016 La Fragua, Belalcazar, SP
2015 Cité internationale des Arts, Paris

Talks

2018

PINC, Zeist, NL
Pillow Talk, with Nadja Kilchhofer and Mirjam Koiman, FOAM, Amsterdam, NL

2017

Romain Mader's Ekaterina – talk about an artistic fiction, LISTE art fair Basel, CH

Solo shows

2024

Get the Look!, Galerie Dix9, Paris, FR

2023

Get the Look!, Icecream project, Zurich, CH

2022

One decision away from disaster, Bobby's art space, Vienna, AT

2020

Sunset, Street Gallery, Maribor, SI

2019

Add Oil, Academy of Visual Arts, Kaitak Campus, Hong Kong, CN

2018

Schattenparker, Fotogalleri Vasli Souza, Malmö, SE

From Davos with Love!, Galerie Dix9, Paris Art Rotterdam, presented by Galerie Dix9

2017

The Following is a True Story, Paul Huf Award, FOAM, Amsterdam, NL

2017

Paris Photo, presented by Galerie Dix9

2016

Wannabe, duo show with Jenny Rova, Coalmine, Winterthur, CH

El patio del amore, La Fragua, Belalcazar, ES

Group shows (sélection)

2024

Swiss Design Awards, Bâle CH (juin)

2023

verstehen, Helmhaus museum, Zürich, CH
Rose(s) c'est la vie! Galerie Dix9, Paris
La Fragua, Botí Foundation, Cordoba, SP

2022

Biennale of Bregenz, AT
Showroom, art space CHUV, Lausanne CH
Nobody wins, nobody loses?, Photo Basel presented by Galerie Dix9, CH

2021

Keep that fire burning, Photo Basel presented by Galerie Dix9, CH

2020

Photo Basel in Berlin, Galerie Dix9, DE
Photo LA, presented by Galerie Dix9

2019

The Athens Photo Festival, Benaki Museum, Athens, GR

the address is the title and vice versa,

wasbiennale.org, Tokyo, Japan

A theme Is Not An Exhibition, Marsèl

Paradise, Milano, IT

Camera Camera, with Galerie Dix9, Nice, FR

Chants d'Amour, Galerie Dix9, Paris, FR

2018

Follow_Me, OCAT, Schenzhen, CN

Loading... Works from the Foam Collection, FOAM, Amsterdam, NL

Code art fair, Galerie Dix9, Copenhagen, DK

Probabilité 0.33, Friche la Belle de Mai,

Marseille, DK

HOTEL EUROPA, Galerie Félix Frachon,

Brussels, BE

2017

Follow Me, OCAT Shanghai, CN

Untitled art fair with Galerie Dix9, Miami]], Annka Kultys Gallery, London, UK

Inter-Youth, Art Gallery of China Academy of Art, Hangzhou, CN

X Perimental, Connecting Space Hong Kong

2016

Performing for the Camera, Tate Modern, London, curator Simon Baker

Inside Out Upside Down, The Photographers Gallery, London, UK

No country for old GPS, duo show with Allbert Algaier, CCOP, Porto, PT

Bregenz Biennale, Kunstmuseum, AT

2015

Circulation(s), Centquatre Paris, FR

2014

Do you speak tourist? Art museum Pully, CH
ECAL Photography 10 Corso Como, Shanghai, CN

ECAL Photography, Galleria Carla Sozzani, Milan, IT

Prize Photoforum PasquArt, Bienne, CH
Kaunas Foto 2014, Kaunas, LT

PhotoIreland, Dublin, IE

Swiss Photo Award, Photobastei, Zürich

2013

ECAL Photography, galerie Azzedine Alaïa, Paris, FR

The Girlfriend Experience, Nuit des Images, Musée de l'Elysée, Lausanne, CH

Plat(T)Form, Fotomuseum Winterthur

2011

Planche(s) contact, Deauville, FR