



Rachel Rom

Re-Mother, series *Mother*, 2013, Original Polaroid

Swiss artist Rachel Rom graduated from Central Saint Martins (London) in 2003 and is now based in Paris. Her work is an endeavor at defying photography, playing with its boundaries, and challenging its character of a “dead- still medium”. In doing so, she opens a whole new window of artistic possibilities. Using photography as a raw material, she questions the status of the photographic image, inviting us to meditate on our relationship to it, the emotions it can convey, and the notions of memory and time.

Rachel Rom’s approach always implies an attempt at distancing herself from her subjects. They rarely emerge from the background and are usually left in the distance. We can only distinguish their vague silhouettes and temporary shadows, yet we can clearly sense their presence. Rachel Rom catches their quintessence in timeless images.

Roland Barthes wrote: “The image produces death while trying to preserve life.” Rachel Rom’s approach to photography seeks to challenge this notion, and to contest the stillness of the medium. Using her own pictures or found images from her personal archive as raw material, she creates recursive installations where her own work echoes itself. This *mise en abyme* questions the relationship between the author and her work, and the very definition of art. By re-photographing her pictures to give them a “remanence” in time, cutting off her prints, fragmenting them and reassembling their pieces, she keeps the artwork in a constant evolution. It is alternately kept at a distance, transgressed and renovated. Such a process creates an accumulation of layers, of parallel realities, which produces a breach in the notion of time.

Similarly, her subjects seem to be indefinitely revived, moving forward in time, without aging. Their trace intensifies despite the widening distance between them and the author. Rachel Rom’s portraits do not unveil the subjects in an evident way. Instead, their trace has imposed itself as the indelible mark they have left onto the world. As the artist explains, she does not “take” her subjects but rather “lets them go”.

Rachel Rom is looking for the right distance, a space between life and the representation of life, that would neither be an illusion nor an image, but would forever evolve in-between, and therefore be eternally unfinished.

Galerie E.G.P

Solo shows

- 2015:** *Paris Photo Los Angeles, stand 6 stage 14*, Galerie E.G.P, Los Angeles (USA)
- 2014:** *Fragments*, Galerie E.G.P, Paris (FR)
- 2013:** *Rachel Rom*, Galerie E.G.P, Paris (FR)
- 2010:** *Naked and Hurt*, Visionairs Gallery, Paris (FR)
Escape and Wander, Three Seven Us, Paris (FR)
- 2008:** *Run*, SAKS Gallery, Geneva (CH)

Selected group shows

- 2015:** *Portrait(s) festival*, Vichy (FR)
- 2014:** *Mobile Creation*, co-curated by Sébastien Appiotti, Institut National d'Histoire de l'Art (INHA), Paris (FR)
Be My Guest, Galerie E.G.P, Paris (FR)
Fashion For Future, exhibition and charity auction, Les Anges de la Mode, Paris (FR)
- 2013:** *Replica*, curated by *Maison Martin Margelid*, Galerie Philippe Jousse, Paris (FR)
Tarentel 1, Künstlerhaus Bethanien, curated by Christoph Tannert, Berlin (GE)
- 2012:** *Face up*, Suite Dior, Cannes Film Festival, Cannes (FR)
- 2009:** *Art is Fashion*, Visionairs Gallery, Paris (FR)
Summer show, SAKS Gallery, Geneva (CH)
Portrait exhibition, Cannes Film Festival, Cannes (FR)
- 2007:** *Portraits*, Galerie Joyce, Paris (FR)
Visionnaire, Galerie de la Bourse, Paris (FR)
- 2002-2006:** *Ten*, Deluxe Gallery, Hoxton Square, London (UK)
No Title, Show, Covent Garden Gallery, London (UK)
The Group show, Central Saint Martins Gallery, London (UK)

Publications and collaborations

Magazines

FIGARO - ICON - JALOUSE - LIBERATION NEXT - LULA - NUKE - NUMERO - NUKE - LES ECHOS - SOME/THINGS MAGAZINE - M, LE MONDE - LE MONDE

Brands

CHANEL - GITANE - FENDI - GUERLAIN - L'ECLAIREUR - HEIMSTONE