

The Alps: once and now

Lois Hechenblaikner

Short Text on the author:

After nearly two decades as a travel photographer in many Asian countries, Lois Hechenblaikner returned to his homeland, Tyrol, in the mid 1990s. Since returning, he has shifted his focus on observing the processes of change in his homeland. The changes in the landscape wrought by mass tourism and the consequent repercussions for the people there have become this photographer's main concern. Although it is often strange or simply grotesque to see what tourism and the surrounding event culture have done to a former mountain farmers' country, this is what Hechenblaikner unsparingly exhibits in his images. Kunsthaus Zürich writes about Lois Hechenblaikner in its exhibiton "In den Alpen" (In the Alps, 2007): "His intimate knowledge of the subject, the great perseverance and patience he brings to bear when pursuing how event culture and mass tourism have mutilated the former mountain farmers' country, make him the most expressive documentarian of today's Alpine reality. In his work, sarcasm, melancholy, resignation, protest and polemics all blend into a striking panorama of the Tyrolean reality."

Lois Hechenblaikner: Born 1958 in Reith im Alpbachtal, Tyrol, Austria.

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