



Max Regenberg Billboards

£36

Cologne-based photographer, Max Regenberg has been photographing advertising posters in the public space since 1978 as a kind of 'long-term documentary study'.

In his photographic study Regenberg takes up the glamorous character of the advertising images and reflects their aesthetic impact made up of visual and verbal codes.

His work does not follow a strict set of rules, but reacts individually to each given situation. Regenberg sets priority on the coherent and convincing single image, the singular viewing experience – instead of the documentation designed as series.

This publication surveys the work of the Cologne artist for the first time, from his early work in black-and-white to his latest colour photographs.

English and Dutch text.

Product Details

Artist(s)	Max Regenberg
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