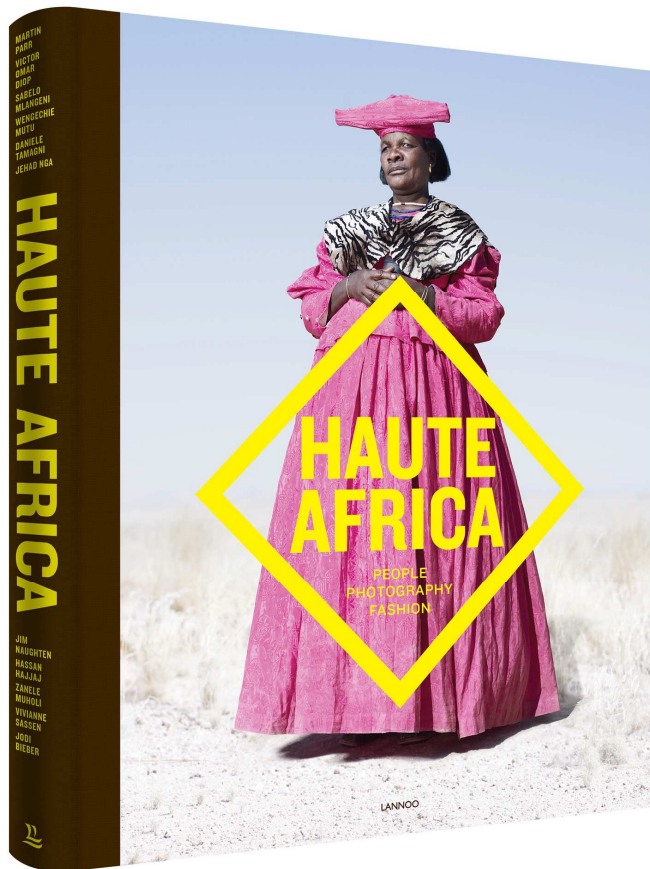


# PRESS RELEASE - BOOK *HAUTE AFRICA*



## HAUTE AFRICA

### PEOPLE - PHOTOGRAPHY - FASHION

Christophe De Jaeger & Ramona Van Gansbeke

ISBN 9789401414586

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<http://fotofestival.knokke-heist.be>

## AFRICAN FASHION THROUGH THE EYES OF INTERNATIONAL ARTISTS

From 30 March up to and including 9 June 2014, Knokke-Heist will once again focus on contemporary photography. One of the highlights is the outdoor exhibition, entitled "Haute Africa", in which international leading artists and photographers such as Martin Parr, Wangechi Mutu, Zanele Muholi, Viviane Sassen, Yinka Shonibare and many others offer an alternative perspective on the contemporary African continent.

### About the book

The book *Haute Africa*, published by Publishing Company Lannoo, accompanies the exhibition. *Haute Africa* does not refer to a geographical location but to fashion on the African continent. Haute couture is most frequently associated with Paris, Milan, London and New York. Connecting Africa to the associated luxury and decadence of the fashion industry in this way, creates a new and exciting concept that challenges traditional pre-conceived ideas and perceptions of Africa.

The book provides a picture of African fashion through the eyes of international artists. Not just the photographs of the Photo festival Knokke-Heist exhibition are shown; the book offers an even broader picture. *Haute Africa* presents a different side of a continent where fashion and design, crucially generate wealth. This flourishing creativity is expressed within a vibrant and growing fashion industry. International and African photographers and artists are increasingly visible within the fashion scene with their inspired take on African identity.

Texts from Christophe De Jaeger, Helen Jennings, Didier Gondola and Karen Tranberg Hansen are included.

### About the authors

**Christophe De Jaeger** (1979) is currently studying for a doctorate in Media Art of the 1960s and 1970s at King's College, London. Curator for the Fine Arts Palace, he organises projects on photography and media.

**Ramona Van Gansbeke** (1986) is artistic co-ordinator of *Sitô*, a creative studio that works on a range of projects combining art, social and exact sciences. She curated the *Summer of Photography* (2012) and *Sense of Place: European Landscape Photography* (BOZAR 2012).



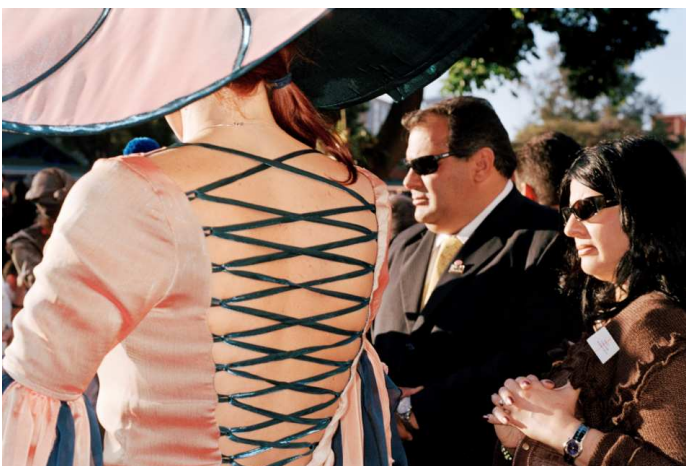
Héctor Mediavilla — *Severin in front of his house*, 2006 — C-print mounted on aluminium, Plexiglas, 84x105 cm



Zanele Muholi — *Zamo GCABASHE*, Parktown, Johannesburg, 2013  
Silver gelatin print, 86.5 x 60.5 cm



Jim Naughten — *Herero Soldier in Red Beret*, 2012, Archival — C-print, 104 x 127 cm



Martin Parr — *South Africa. Durban. July races*, 2005



Jodi Bieber — *Tshepiso*, 2008 — Digital print in pigment inks, 162 x 220 cm

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If you want to receive a review copy of the book, do not hesitate to contact the press department of Publishing Company Lannoo.

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