

13 alexandfelix QUEENS

PHOTOGRAPHY & STYLING: alexandfelix
MAKEUP: marc hollenstein

Alex Gertschen and Felix Meier form the artist duo working together under the name alexandfelix. Both born and raised in Switzerland, Alex went on to study photography at the art school of Berne, while Felix did graphic design in Lucerne. Characteristic of their work is the intricate staging that occurs prior to a camera even entering the studio. From initial ideas, sketches are developed before the hard work begins: timbering, glueing, painting and constructing, up to the point when a small universe starts to take shape. Using an array of materials and props, they craft imaginative backdrops for their characters to inhabit. And once the protagonists enter the set, the mise-en-scène is ready for them to step into and adopt the dramatic role of reigning over this surreal and absurd new world.

13 Queens is a series indicative of this fantastical realm, comprising 13 portraits of female monarchs from out of this world. However, with this series alexandfelix depart from their signature style, this time adorning their models with objects as if they were items of clothing, and in turn creating a surreal backdrop out of the characters themselves. On their bodies, the wondrous realm of which they are queen can be discovered, as their insignia of power – the signs of their dreamland – decorate their beings like elaborate costumes, jewellery and headdresses. Each queen becomes a patron saint of ornaments, ruler over an empire of symbols in which the viewer is invited to lose themselves.

Together with their queens, Alex and Felix unite to create foreign worlds filled with familiar, everyday objects that are staged in such unexpected ways as to become beyond recognition. This is the world of alexandfelix. Now, meet their queens.

www.alexandfelix.com





