



Media Information

THE LIFE AND DEATH OF FASHION

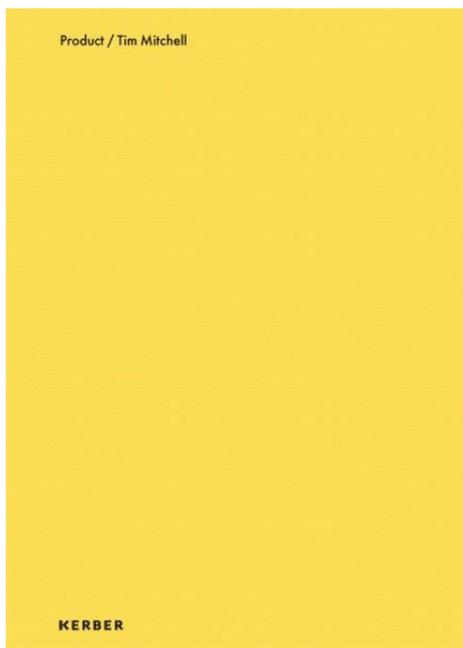
As a precise observer, the photographer Tim Mitchell examines ecologically sustainable and ethical models for twenty-first century production and consumption in his first monograph, *Product*. Through the rapidly changing world of consumer products, he explores the dramatic transformation of society's values.

Berlin/Bielefeld, October 4, 2019 – For twenty years the English photographer Tim Mitchell has followed fashion as it emerges and disappears. His is a critical look behind the scenes at the global Fashion Weeks. As an uninvited artist-in-residence in Paris and Milan he shows us the dark sides of spectacle, the excess of a coolly calculating industry that creates dreams and desires.

Mitchell soberly debunks the glamorous “origin myths” of fashion. He and the anthropologist Lucy Norris track pieces of clothing across Europe, until they are ultimately transported to India for recycling: mountains of it in remote warehouses, lacking identity and distinguishing marks, nothing more than undifferentiated fabrics.

Mitchell's photography is both social research and a call for people to ask how ecologically sustainable and ethical models for twenty-first-century production and consumption can be shaped. His first monograph, *Product*, is an enormous pictorial essay, accompanied by trailblazing essays on economics, sociology, and art history by Luc Boltanski and Arnaud Esquerre, Nicky Gregson, Michalis Nikolakakis, Alistair Robinson, and others, making this a real guide to sustainability and conscientious dealings with our limited resources.

Product accompanies the eponymous exhibition at the Northern Gallery for Contemporary Art, Sunderland: August 31 – November 3, 2019.



Tim Mitchell | Product

ISBN 978-3-7356-0602-0

17 × 24 cm

368 Pages

230 colored illustrations

Hardcover

Languages: English

Editor

Alistair Robinson, Northern Gallery for Contemporary Art

Text by

Luc Boltanski & Arnaud Esquerre, Mike Crang, Nicky Gregson, Emily McMehen, Helen James, Carol McKay, Michalis Nikolakakis, Lucy Norris, Alistair Robinson

Design by

Brighten the Corners, London / Frankfurt am Main

Events

Tim Mitchell – Product, Northern Gallery for Contemporary Art, Sunderland: 31. August – 3. November 2019

KERBER VERLAG

KERBER is an independent international art book publisher with branches in Bielefeld and Berlin. Since 1985, KERBER publishes ambitious, top-quality, and individualized books on contemporary and modern art, on photography and cultural history.

Every year, KERBER produces about 120 prize-winning monographs, exhibition catalogues, and artist books, all of which are made in close cooperation with artists, designers, museums, foundations, and galleries. Every book is created with the greatest of care and technical know-how at the in-house printing shop in Bielefeld.

KERBER publications are available worldwide. Due to strong distribution partners, KERBER books are actively marketed by local representatives in more than eighty countries. KERBER participates regularly in all relevant international book fairs.

In addition to selected books, KERBER issues exclusive art works, photographs, or graphics; unique works are conceived of by both renowned and emerging artists.

www.kerberverlag.com

PRESSEKONTAKT

Sara Buschmann

Press & Marketing

+49 (0)521-95 00 814

sara.buschmann@kerberverlag.com