

HOLGER FRIESE ART ALL AROUND SEMI-FINALIST

Holger Friese of Berlin became a professional photographer in 1990. Later, he worked as assistant director of the International New Jazz Festival in Moers, Germany, before completing his undergraduate studies in visual communication at the University of Applied Sciences Aachen. In his site-specific artwork, Friese questions social processes and the effects of a media-driven society. His public art projects in Berlin, such as *Zeichen/Sign* (2004) and *Black and White* (2007), play with the readability of digital content in public areas. A former lecturer on the multimedia art faculty at the University of Applied Sciences Salzburg, Friese has participated in exhibitions including *documenta X* and *net.condition* in Germany and *Art Meets Media: Adventures in Perception* in Japan. He has also been featured in many publications. Friese continues to develop Internet-based systems and tools.

“I’ve had the idea for my design for a long time. I studied digital images as a student, and that was the starting point — using image information to take familiar images to the abstract. This project was the first opportunity to get it out of the computer and into the real world.”

— *Holger Friese*