

**PRESS RELEASE**

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Since the late 90s, Cape Town has become the location of choice for commercial photography and film shoots. The place is a shapeshifter – its streets and beaches, hills and homes made to mimic just about everywhere in the world. One stretch of sand might be California in the morning, the south of France in the evening. It could then be dismissed as a “non-place”, to use Marc Augé’s term. A fabrication. A fiction. A fundamentally meaningless part of the world. The images of *Catalogue* resist this judgment.

Collected by Julian Faulhaber during several years working in and amongst these shoots, the photographs of *Catalogue* reveal the world behind the perfect images we encounter on our screens and in glossy magazines. Rather than creating a repetitive typology of photographs, the book weaves together a number of distinct strands: black-and-white and colour, landscapes, portraits and more sit side-by-side. Punctuating the photographs are pages of text: strangely poetic client briefs; model release forms.

To turn the pages of *Catalogue* is to be beguiled by an unsettling narrative. Like a powerful advert, *Catalogue* promises meaning: an answer, a solution to life’s difficulties, a way to sate human desires. But unlike an advert, that meaning is never quite revealed. It is always just out of reach, a turn of the page away, or just out of shot.

Faulhaber says, “When you abandon the fairgrounds and peer behind the makeshift walls, you grow ever more aware of the shifts. In *Catalogue*, I distance myself deliberately from this view behind the scenes. And with this distance, I attempt to create the necessary room for manoeuvre and search for new structural commonalities. This reconfiguration is an attempt to tell a different story.”

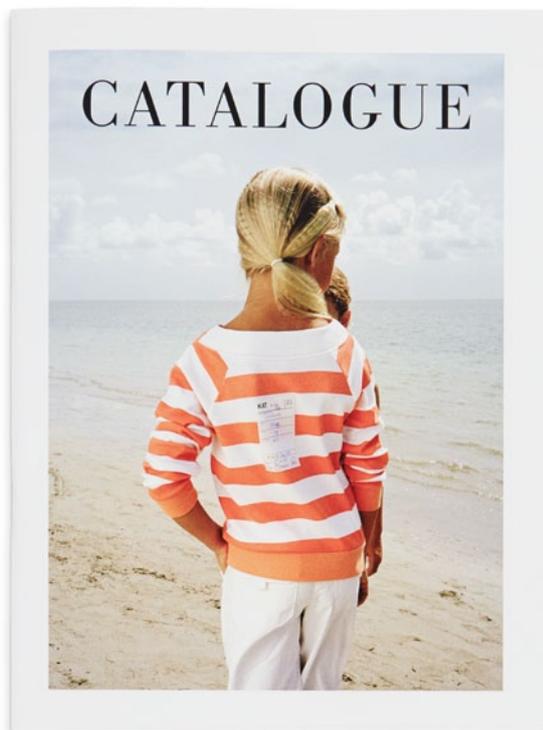
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Julian Faulhaber studied photography at the University of the Arts Dortmund. 2006 he was awarded for the Reinhart-Wolf-Preis and in 2011 he was nominated for the Deutsche Börse Photography Prize. His work is exhibited and published internationally and found in important collections, both public and private, such as the Collection of the Metropolitan Museum of Art, New York.

## BOOK INFORMATION

Julian Faulhaber  
Catalogue

Softcover / 76 pages / 43 images  
26 × 35 cm  
Edition of 500  
ISBN 978-3-9815735-4-1



The following pictures are available for criticism and review purposes through the link below. Please make sure pictures carry the copyright and are not being cropped.

[www.drittelbooks.com/faulhaber\\_catalogue\\_presskit.zip](http://www.drittelbooks.com/faulhaber_catalogue_presskit.zip)



Catalogue  
Setp # VII  
Julian Faulhaber



Catalogue  
Set # VII  
Julian Faulhaber



Catalogue  
Construction # VI  
Julian Faulhaber



Catalogue  
Location # III  
Julian Faulhaber



Catalogue  
Set # VIII  
Julian Faulhaber



Catalogue  
Setp # VIII  
Julian Faulhaber



Catalogue  
Setp # IX  
Julian Faulhaber



## ABOUT DRITTEL BOOKS

Drittel Books is an independent publisher of photography books, based in Berlin. Founded in 2013 by Andreas Gehrke, Drittel publishes bodies or series of work that interrogate a variety of subject matters. All our publications, though, reflect the belief that photography plays a vital role in shaping society and culture.

Drittel books has a strong affinity with simple, timeless book design. With every project we start from scratch, to ensure the design complements the work as well as possible, but when it comes to settling on a design style, we also favour less over more. We always work extremely close with designers and printers along every step of the publishing process. From editing to layout, printing to binding, nothing is left to chance.

*Drittel*, the German word for *one third*, was chosen because of our belief that no art – or artist – can truly exist alone. The creativity, production and consumption surrounding an artwork is always split, or shared, into separate processes. Books need, at the very least, three people: an artist, a publisher, a reader.