

Short

Uta Eisenreich, a visual artist based in Amsterdam, works at the crossroads of photography, performance, and philosophy. Arranging everyday objects in front of the unblinking eye of her camera, she creates playful tableaux that invite viewers into a peculiar game of logic, language, and meaning – ultimately challenging us to rethink our ways of relating to the world.

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Bios

Uta Eisenreich is an Amsterdam-based artist and visual researcher. Born in West Germany in the 1970s into a family of teachers –a forgetful mathematician, an erratic elementary school teacher, an expressive dancer with golden curls, and a teenage amateur magician–she grew up channeling these diverse influences. As a teenager, she began exploring her interests in theatre and photography, before studying philosophy in Frankfurt Main in the 90s.

In 2000, she graduated from Gerrit Rietveld Academy, Amsterdam, presenting humorous photographic works that conflate these interests and reveal – with tongue firmly in cheek – the hidden rules and structures of order.

Since then, she has developed an oeuvre that arranges enigmatic object combinations in front of the unblinking eye of her camera. Triggering the viewer's impulse to construct meaning, her images explore the poetic and humorous space between the sign and its meaning. Language plays a key role, but ultimately, her works question our cognitive toolkit as a whole – our ways of perceiving, understanding, misunderstanding, and representing the world.

She has published on issues of analogy and representation: *A not B* (2010) and *As If* (2021) with ROMA publications, and her work has been shown in exhibitions and on stages internationally.

Uta Eisenreich is represented by Ellen de Bruijne Projects, and teaches at Gerrit Rietveld Academy.

Artist Statement

The core of Uta Eisenreich's practice is an investigation of the incongruous relationship between thought and reality. Walking a fine line between common sense and uncommon nonsense, she systematically explores the familiar methods for understanding our presumed reality.

As a common feature, both her still lives and her performances utilize the photographic camera, a table and a set of ordinary household objects. In front of the unblinking camera, objects seem to animate one another, transforming into protean characters, suggesting underlying patterns that viewers are triggered to discern.

Constantly transformed by shadow and light, framing, focus, color and special effects a roundelay of enigmatic images recalls fleeting memories of elementary science, magic tricks, historical scenes, psychological constellations and doom scenarios.

An underlying thread running through all the projects is a thorough investigation of systems of signs and symbols - languages of objects, gestures or sounds. Eisenreichs work is a playground for the viewer to delve into, to construct meaning out of re-signified and de-signified objects.

Uta Eisenreich
1971, Friedberg (D)

Studio

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Education

2019–2020 Teacher Qualification Program, Rietveld Academy, Amsterdam
1996–2000 Graphic Design and Photography, Rietveld Academy, Amsterdam
1993–1999 Visual Communication, University of Applied Science, Dortmund
1992–1993 Philosophy, Wolfgang Goethe University, Frankfurt

Selected solo exhibitions

2021 AS IF, Ellen de Bruijne Projects, Amsterdam
AS IF, Unseen, Amsterdam
2017 This, That and Other, Kunstmuseum, The Hague
2016 A Play, Ellen de Bruijne Projects, Amsterdam
2012 Time after Sometimes, Ellen de Bruijne Projects, Amsterdam
2010 A NOT B 1:1, Art Amsterdam, booth of Ellen de Bruijne Projects
2009 A NOT B, Ellen de Bruijne Projects, Dolores, Amsterdam
2005 Vocabulary, Ellen de Bruijne Projects, Amsterdam
2001 Please take this message back to promised land with you,
Exedra/Hilversum

Selected group exhibitions

2024 By all means at hand, Vlatka Horvat, Croatian Pavillion Bienale di Venezia(IT)
2022 The Most Beautiful Swiss Books, Helmhaus, Zürich(CH)
As If, TestPress Sofia, KO OP, Sofia(BG)
World of Networks, Centre Pompidou, Paris(FR)
2021 ALPHABETUM, IX West, Den Haag
The Design of the Social, Het Nieuwe Instituut, Rotterdam
2020 Unseen at the gallery, Ellen de Bruijne Projects, Amsterdam
2019 La bonne éducation, Frac Normandie au MUNAE (FR)
2018 Gaudiopolis, Galerie für zeitgenössische Kunst, Leipzig(DE)
Loading...Works from the Foam Collection, Foam, Amsterdam
Begin at the Beginning...Photo España, CentroCentro, Madrid(ES)
Missing Persons & other supernatural Phenomena, EdBProjects,
Gerrit turns 50, Willem only 28 Rietveld Academie, Amsterdam
Fikra Graphic Design Biennial 01, Sharjah,(AE)
Still/Life, C.S.M.V. Sangrahalaya Museum, Mumbai,(IN)
2017 Poliphonia, Goethe Institute, Sofia, (BG)
2016 Les Joueurs, Pavillion Blanc Centre D'Art, Colomiers (FR)
2015 Extension du domaine du jeu, Centre Pompidou, Paris (FR)
Something thrown in the way of the observer, Museum v.Loon,Adam
Reading between not-straight lines, Akademiegalerie, Utrecht
2014 Reflected, FOAM, Amsterdam
A modern twist on Dutch classics, Nuclear Security Summit, The Hague
Still/Life, Three Shadows Photography Art Centre, Beijing,(CN)
2013 Art in the North/South Line, Duintjer, Amsterdam, proposal
metro Rokin
Still/Live, Multimedia Art Museum, Moscow,(RU)
A Different Kind of Order, ICP Triennial, New York,(US)

Articles, selection

- 2024 Het leven is lang, de kuns is kort, podcast, Mister Motley
2022 As if..., Atlas of Aspect Change, Tine Melzer, Rollo Press
2021 Springvossen, radio-interview Robert v Altena,
2018 Lereren niet te weten wat je ziet, Metropolis M, Rebecca Niculae
Springvossen radio-interview Robert v Altena, 15.Januari
2016 Uta Eisenreich, IDEA magazine, Japan, #376
2012 Aanstekelijke semiotiek, NRC april 2012, Hans den Hartog Jager
Time After Sometimes, Tubelight No.80, Maaïke Lauwaert
2011 Conceptuele fotografie?, Tubelight No77, Elisabeth de Vries
Interview with Yannick Boullis, founder of Off-print, Paris'
eyecurious.com
Blind dates with experts in future, Graphic #18, Seoul
2010 Nieuwe Publicaties, De Witte Raaf No 146, Marc Goethals
Portofolio Uta Eisenreich, items mag No5 2010, Harmen Liemburg
A not B, Metropolis M Boekenblog, Jolien Verlaek
Uta Eisenreich, AMC magazine, Tineke Reijnders
2003 Now in Full Color, Dotdotdot magazine' No6, James Goggin
1999 What you see is what you think, Eye magazine 31, Max Bruinsma

Public collections

- 2021 ING collection
2018 Kunstmuseum, The Hague
2014 Collection LAM, Lisse
2012 Museum Voorlinden, Den Haag
2011 FOAM collection, Amsterdam
Collection of the Dutch Ministry of Foreign Affairs, The Hague
2010 AMC collection, Amsterdam
2009 Heden, The Hague
2000 Rabo bank collection, Amsterdam

Commissioned work, selection

- 2021 Movie-installation Het Buurthuis, HNI Rotterdam
2015 Image campaign for Hermès/Petit H
2013 Jury-nominated proposal round for metro station ROKIN

Artist contributions, selection

- 2023 Mc Guffin Magazine, The Letter, A Language of Things
2022 Atlas of Aspect Change, Tine Melzer, Rollo Press Zürich
2020 Revue Phylactere magazine
2019 Form #281 magazine
2018 Polyphonia Motto books
2018 Style is forbidden Motto books
2018 Test Press, catalogue Le Palais de la Maçonnerie Typographique
2014 Prix Fernand Baudin, publication Brussels BE
2013 Colour Logics Utrecht
2010 Hanging around, photography for artist book by Manon v.Kouswijk
Condiment, magazine, Melbourne No2
2010 der:die:das, magazine, 'B = Büroklammer
Based on Bas Oudt, photography for artist book
2008 OO magazine
2008 Wonder Years, Werkplaats Typografie 1998–2008, photography
2007 Casco Issues X
2007 Lepidoptera domestica photograph artist book by M v. Kouswijk

Related Activities
Teaching

From 2004 on teaching has been intertwined with Eisenreichs artistic practice. She is teaching at Gerrit Rietveld Academy, Amsterdam. Furthermore, she is frequently invited as a guest teacher or lecturer, eg. at KASK Gent(BE), HfG Karlsruhe(D), ENSBA Lyon(F), HKU Utrecht MA, HfK Bremen(D), MFA AKV St.Joost, Den Bosch, Werkplaats Typografie Arnhem, St.Lukas Antwerpen, (BE) Merz Akademie Stuttgart(D), HGB Leipzig(D), Rio de Janeiro,(BR) Urbino,(I) and Sofia,(BG).

Recent teaching activities

2024 Creative Lead/show direction Fashion Show, Rietveld Academy
(with Elisa van Joolen.)
2023 External Juror at KASK Gent, MA Final Exams
2022 Symposion „Aspect Change“ Bern University of the Arts
2020 Workshop at Werkplaats Typografie, Het Hem, Amsterdam
Lecture Design Academy/Eindhoven MA information design
2019 Advisor at ISIA/WT Summer school/Urbino IT with Werkplaats
Typografie
Workshop at HfK/Bremen
Workshop at Open Set/Amsterdam
2018 Advisor at ISIA/WT Summer school/Urbino/IT with Werkplaats
Typografie
Guest lecturer,visiting advisor at KASK, Gent, Fine Arts
MA
External Juror at HGB Leipzig, Final Exams
External Juror at BEAR Arnhem, Final Exams
Workshop BA graphic design, ENSBA Lyon FR
2017-2018 Guest teacher, HGB Karlsruhe
2017 Workshop Merz Akademie Stuttgart