



Tanja Hollander

The Landscapes of 'Are You Really My Friend?'

November 16th – December 21st, 2013

Jim Kempner Fine Art
501 West 23rd Street
New York, NY 10011

What started out as a personal documentary on friendship and environmental portraiture has turned into an exploration of American culture, relationships, technology and travel in the 21st Century....Tanja Hollander

Jim Kempner Fine Art is pleased to present Tanja Hollander's third solo show, *The Landscapes of 'Are You Really My Friend?'* on view from November 16th through December 21st, 2013. The selection of portraits and landscapes documents time spent on the road with her new photography project, *'Are You Really My Friend?'*.

Internationally known for her work as a landscape photographer, Tanja Hollander shifted her focus in 2011 to embark on a new venture of photographing all of her Facebook friends. "Facebook seemed an ideal forum for this exploration. Though we are in the initial stages of

understanding the effects of social networking on American culture and photography, there is a pervasive feeling that it is changing our interactions with each other and building a false sense of community,” Hollander explains. Hollander’s Facebook rolodex will send her to 100+ cities, 43 states and will send her to 11 countries and 4 continents to see 600+ friends. By reaching past the profile page, Hollander peers into the everyday environment of her Facebook friends to discover a portrait dictated by physical friendship and home, rather than a virtual persona. While traveling for the portrait project, Hollander discovered and documented different landscapes, thus revisiting a familiar subject and developing a new layer of meaning.

Hollander’s current project, *Are You Really My Friend?* will debut in its entirety at the Massachusetts Museum of Contemporary Art in 2017. Parts of this project have been exhibited at the Portland Museum of Art in Maine, USA, Virei Viral in Rio de Janeiro, Brazil, and at Phrame in Brussels, Belgium. Tanja was invited to do a TEDxDirigo talk in 2012 and has lectured at many schools throughout the country about this project including University of Maryland, University of Arizona, Clemson University and Facebook Headquarters in Menlo Park, CA.

Tanja Hollander currently lives in Maine. She is represented in the collections of the Portland Museum, Maine; University of Maine Museum of Art, Bangor, Maine; Bates College Museum, Lewiston, Maine; Colby College Museum of Art, Waterville, Maine; Fidelity Investments, Boston, Massachusetts; Polo: Ralph Lauren, New York City, New York; Repertoire Furniture, Boston, Massachusetts; Ritz Carlton, Boston, Massachusetts; Elie Tahari, New York City, New York, and others.