

DIANA SCHEUNEMANN

FREEDOM IN FLASHES

Press Release

Fact Sheet + Foreword

Title	Freedom in Flashes
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Diana Scheunemann is a very ambitious photographer who has lived an exotic and, at times, extreme lifestyle that informs her work.

With a natural ability to create an atmosphere that is both relaxed and professional, she injects fun into it with the studied ease of a virtuoso: moulding the moment, gently sculpting it towards freedom in flashes. The results of this skill are revealed in the vast body of her photographic work where the observer becomes intangibly absorbed in the captured moments, and fascinated by the possibility of what happens next...

Two cars bursting with cameras, crew and clothing. She conceived this road trip as a photography project, but it quickly evolved into something more. A representation of the virtues of youth: the search for independence; the natural content of the beautiful; the mischievousness of the young. The laughter was reflected in the immaculate summer weather, every pose and gesture supplemented the feeling of fun and sunshine.

Erotic or hilarious, sexy or plain absurd; the atmosphere soon began to work its way into the shots which encapsulated a perfect feeling of youth. The experience blurred the line between fantasy and reality, where each photograph became a window into the immortal world of Neverland and the wonderful mind of Diana Scheunemann.

PJ Norman



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Press Release Statements

I love Diana's work, if I was female, I'd take pictures like hers.

**Rankin, Photographer and Founding Partner
of Dazed & Confused and Another Magazine**

The characters in Diana's images exude enough raw sexual energy to power a small village for a fortnight. I'd love to live in her world. It looks like our world, but where we have the mundanity of everyday life, they have... well, sex followed by more sex, from the looks of it. It's a beautiful place.

Trevor Beattie, Founding Partner, BMB, London

Diana—Princess of the sensual moment. Even though Diana's models show off quite a bit of themselves, she always manages to stop where one would like to see more; now more than ever. We are proud that 7 years ago Scheunemann shot her first advertising campaign for our agency, and those pictures are still being published today in some of the best designer cult books.

Hans Siegwart, Creative Director, By Heart, Zurich

I love these shots. They look like a fashion story you might see in a magazine but they have something immediately special that makes them more than that. It's not rocket science as an idea, taking models into the countryside for summer fun, but the shots and the models have a natural exuberance and playfulness that makes you smile to look at them, especially when you are sitting in an office in Paddington. They also work great as a set. Little interjections from the cloudy blue sky, the seagull and the hydrangeas break up the story, give a sense of place and have the same mood as the people, you notice things like that when you are on holiday in places like that.

Daniel Moorey, Head of Art Buying, DDB, London

Diana's obvious enthusiasm for her work just shines from her pictures, rarely does a sense of beauty combine with such reality and exuberance. This particular project harps back to the carelessness of first holidays, and creates that joy of life that I so much admire about Diana's work. Sexy, witty, and simply beautiful, and the pictures aren't bad either.

Chris Lowe, Creative Director, Chilli, London

I like photographers who feel very close to their models and a little provocative in their pictures. Thereby, pictures like these immerse the viewer deep into the scenery and hence generate a relationship. There are only a few photographers like this—Diana belongs among them unquestionably.

**Susanne Nagel, Head of Art Buying,
Jung von Matt Werbeagentur, Hamburg**

What I love about Diana's photography is the playfulness, spirit, and sense of youthful freedom it evokes.

Sophie Hinds, Senior Art Buyer, Publicis, London

Diana Scheunemann's images capture the raw, fresh, innocent, experimental attitude of youth. Her vibrant, fun, 'do what you want' images make me yearn for longer summers with friends. Diana has the great talent of making the camera a part of the conversation, the joke, the fore-play, so your enjoyment is involved rather than voyeuristic. This book will certainly make you feel like living life.

Stuart Phillips, AND Production, London

Diana manages to capture a fun and cheeky allure within her very sexy photography, that makes fashion stories look very cool and not set-up.

Simon Pedersen, Senior Art Buyer, AMV BBDO, London

Diana's pictures are as tingly and refreshing as a glass of fine Prosecco straight from the fridge. Or a spurted white wine with a lot of ice and lemon in midsummer in the lounge of Frauenbadi by the Limmat, Zurich. Rarely, has a photographer dealt with people in such an easy and natural way. And even rarer does one find a photographer who has handled sexuality and eroticism in such a carefree and lighthearted manner. Last but not least, every picture is full of humor and wit, without appearing embarrassing for even one moment. Diana's work bears evidence of a great talent for dealing with people, to guide and motivate them. She is an outstanding director. I am looking forward to her first feature film!

Max Weber, Senior Art Director, WeberHarbeke, Zurich

The attentive gaze with which Diana Scheunemann is capturing a venturing landscape of relaxing summer spirit combines a sense of instinct and spontaneity. This photography certainly doesn't tell any subtle stories, but rather tales that make one feel sexiness and love of life. At the same time one wonders about the effortlessness in which everyday situations are being interweaved with a whiff of humor and a hint of absurdity.

Jürg Sturzenegger, Art Director, Bolero, Zurich

Diana's photography lives off the cheeky, revitalizing and carefree ways of her productions. Here is a photography book that creates good mood and convinces through thorough implementation. It's like a kaleidoscope of modern young lifestyle and sexiness, that avoids showing off ostentatiously.

Andreas Wilhelm, Photo Director, Das Magazin, Zurich

Diana's quirky personality is clearly reflected throughout this latest collection. The work is vibrant, energetic and without question, oozes the cheeky intimacy that she's rightfully respected for.

She demonstrates the ability to transform the mundane into the visually stimulating with passion and striking confidence. Fun, eccentric and playfully erotic, this collection is trademark Diana Scheunemann.

Lisa-Marie Dickinson, Art Buyer, TBWA, London

Diana's work always makes me smile; its sheer freshness and vitality has the ability to capture her subjects at their most raw, yet its tonality and use of bold, block colours evokes a warmth and innocence that engages the viewer like candy to a baby.

Nic Burns, Model Agent, ICM, London

Diana has great talent for capturing the most natural and playful elements of a girl's personality. Her pictures are creative and exciting and she portrays a sense of fun and cheekiness that is undeniably feminine not crude. Diana has a great connection with her subjects and it shows with the style of the pics.

Dean Goodman, Head Booker, Profile, London

Yes, that's how she is: natural, frivolous, lively, sexy, cheerful, uncomplicated, perfect. In other words, we really love and enjoy Diana's new work.

**John Gloeden, Art Director and Susanne Kastner-Linke,
Art Buying, Springer & Jacoby, Hamburg**