

NEW RELEASE

## **Max Eicke**

### **Dominas**

Texts (statements) selected and edited by Max Eicke,  
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**Portraits of women working as professional dominatrixes paired with porn industry iconography examine the mechanisms of perception in the digital age**

»It was an experiment with an uncertain outcome when the Londonbased photographer began to shoot portraits of German dominatrixes. He strove to explore the boundaries between the interior and the exterior: What is a mask? What is real? How much veracity is there in the way the women present themselves – beyond glaring red lips and a stern gaze? The results are portraits of strong personalities and wounded souls, of dedication and business acumen, of great empathy and lurid coldness.«  
(Tobias Schmitz, Stern)

For his project, Max Eicke juxtaposed his photographs with excerpts from conversations and found footage from the Internet, thus questioning the mechanisms of perception in the digital age and, with this, investigating how our society deals with clichéd images.

Max Eicke (b. 1990, Germany, lives and works in London) is an artist who has worked in photography, text and film/video. Among his interests are learning how to see the historical moment we live in and creating works that explore and document hidden worlds with the persistent questioning of existing values and hierarchies. His works has been shown internationally including at Photolreland, Fotobookfestival Kassel, Encontros da Imagem and Lothringer 13 in Munich.

#### **Exhibition**

Kulturhalle Tübingen, Germany  
09.09. – 01.10.2016

#### **Book Signings**

Unseen Amsterdam, Book Market  
23.09.16 (2pm)

C/O Book Days  
30.09.2016 (1.30pm)

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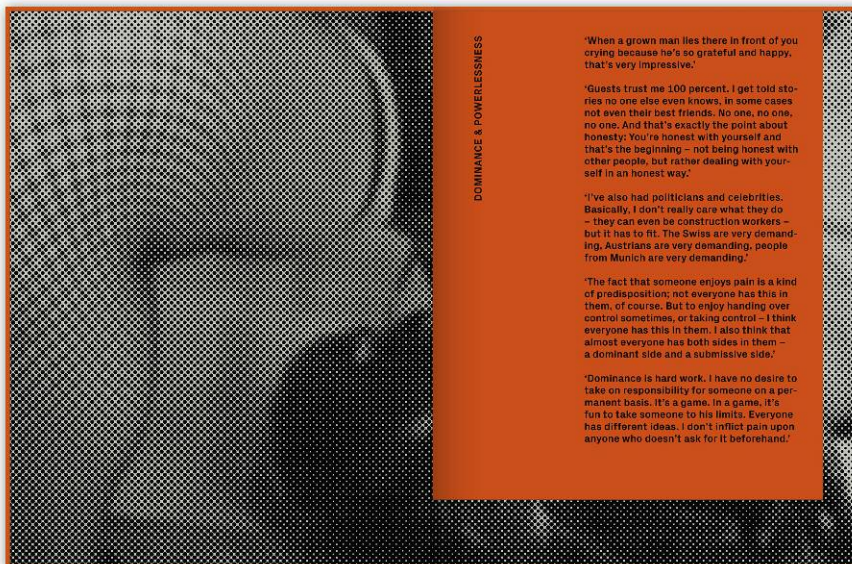
PROFESSION

'This is the first job in which I don't sell myself. Before, I always fought to be able to function in society as myself, the way I am, and, in doing so, I sold myself. But I don't have to function. I'm good just the way I am.'

'At some point after I had already started working, I thought to myself, this is me. I can tell stories about how, as a small child, I dissected snails and did other things and no one will look at me like I'm strange. And the good thing is that it's not only a kind of therapy for me, but I can also use it to dispel the fears of other people.'

'I used to want to go into military service to be able to humiliate men and have them march to my tune because, in my opinion, men deserve this - many men deserve this. And then all of a sudden I discovered the job of being a dominatrix and I thought to myself: "Hey, it works much faster this way!"'

'Of course it's also a kind of prostitution. To say "I'm a dominatrix, I'm better than that" is nonsense. It's just different. Prostitutes let someone get closer to them physically, as a dominatrix, you have to let them get closer psychologically. In general, everyone decides for himself what's allowed and what's not. But in my opinion, there's no difference, since it's basically a question of gratification.'



10 Spread 2  
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DOMINANCE & POWERLESSNESS

'When a grown man lies there in front of you crying because he's so grateful and happy, that's very impressive.'

'Guests trust me 100 percent. I get told stories no one else even knows, in some cases not even their best friends. No one, no one, no one. And that's exactly the point about honesty: You're honest with yourself and that's the beginning - not being honest with other people, but rather dealing with yourself in an honest way.'

'I've also had politicians and celebrities. Basically, I don't really care what they do - they can even be construction workers - but it has to fit. The Swiss are very demanding, Austrians are very demanding, people from Munich are very demanding.'

'The fact that someone enjoys pain is a kind of predisposition; not everyone has this in them, of course. But to enjoy handing over control sometimes, or taking control - I think everyone has this in them. I also think that almost everyone has both sides in them - a dominant side and a submissive side.'

'Dominance is hard work. I have no desire to take on responsibility for someone on a permanent basis. It's a game. In a game, it's fun to take someone to his limits. Everyone has different ideas. I don't inflict pain upon anyone who doesn't ask for it beforehand.'