

NEW RELEASE KEHRER VERLAG

Marc Erwin Babej
 Yesterday – Tomorrow
 A Work in Aspective Realism

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The Rebirth of Egyptian Art after 2,000 Years of Dormancy and Its Evolution in Photorealistic Media.

An international team of more than 50 specialists was involved in the creation of *Yesterday - Tomorrow*, among them 13 Egyptologists from institutions such as Brown University, Harvard University, the Sorbonne, University of British Columbia and American University in Cairo.

This latest work by American-German photographic artist Marc Erwin Babej revives the complex visual language of ancient Egyptian art and evolves it in photorealistic media. In the process, he adapts defining characteristics of Egyptian art, such as aspective representation (the simultaneous representation of the human body from multiple perspectives), the canon of proportions and the integration of images, symbols and text. The result is a work that is at once timeless and contemporary. The new art style, termed Aspective Realism by Babej, is regarded by Egyptologists as the rebirth and evolution of ancient Egyptian art.

The dedicated *Yesterday – Tomorrow* app, equipped with image recognition technology, provides additional “behind the images” content and enables exclusive access to the Augmented Reality component of this unique work.

“My goal had not been to recreate Egyptian art as a formal exercise, or to create a work with an Egyptian theme. Rather, I set out to revive the Egyptian pictorial-symbolic-textual system in contemporary media — to gain access to the capabilities of this system, which vastly enriches expression about historical, politi-

cal and philosophical themes.

This pictorial-symbolic-textual system possesses unique capabilities as visual literature: Rather than impose boundaries between images, symbols and text, it integrates the three. The resulting ImageSymbolText bridges gaps between images and words and reaches beyond combinations of images and words.”

– Marc E. Babej

www.marcerwinbabej.com

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App showing additional features and material for IOS and Android devices available

Exhibition

Yesterday - Tomorrow, Roemer- und Pelizaeus-Museum Hildesheim

30.03. - 17.09.2017

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Press images



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2_Jubilant masses (scene from Soft Power)
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3_Photographic relief: Law and Order
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4_Family idyll (scene from Law and Order)
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5_The king and his vizier (scene from the relief Horus is Watching You)
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6_Trampling (scene from the relief Hard Power)
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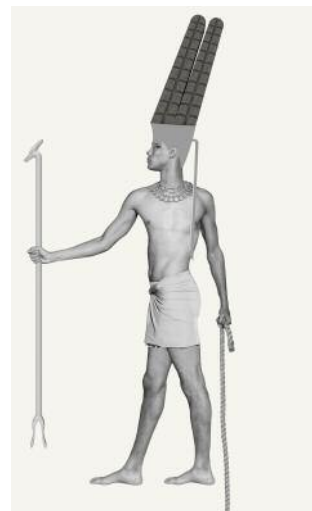
7_Figure: Wounded Enemy
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8_Figure: Scribe
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9_Figure: Hathor
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10_Figure: Amun
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11_Figures: Couple Embracing
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12_Smiting the enemy (scene from the relief Hard Power)
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