



NEW RELEASE

Roland Reinstadler  
**Gspell 111**  
*Bergbauern in den Alpen – Die letzten ihrer Art*

Texts by Melissa Farlow, Harald Haller, Albin Pixner,  
 Roland Reinstadler, Graf Werner

Designed by Kehrer Design ( Lisa Drechsler)

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**A rare glimpse inside the hidden and fast ending world of the old traditional way of life of mountain farming**

Over the course of many years, the South Tyrolean photographer Roland Reinstadler accompanied the life of a mountain farming family in the Passeier Valley, which is determined by weather and the rhythm of the seasons. With impressive images, Gspell 111 tells the story of a family that still lives completely in a very traditional way in the mountains of South Tyrol. While the elderly farmer Siegfried and his son Florian live the whole year on the farm, which is partly cut off from the outside world during the winter months, Katharina, the wife and mother, spends only the summer on the centuries-old farm.

The first documentary mention of the farm dates back to 1629. According to Tyrolean historian Josef Tarnaller (1844–1924), Gspell is part of the Erlhof, a farm that was buried in the great landslide of 1401, the devastating landslide that gave rise to Kummersee Lake. The name Gspell, Tarnaller explains, comes from the word »spellen«, meaning »to split«.

Today, 8 cows, 15 sheep and 15 hens are kept on the farm. The milk is used for home consumption and for rearing the calves, the family lives mainly from the sale of young animals and the farm subsidies.

The book provides insight into the once meager and very deprived life in the mountains, a life that exists in this form only very rarely – »the last of their kind,« so to speak.

*»My father grew up in the mountains at the head of the Passiria Valley, just a few kilometres away from the Gspellhof. His family was poor and lived very simply. Eventually, their mounting debts became such a heavy burden that in 1968 they had to relinquish the farm and start a new life in the valley. My father was then twenty-two.*

*Half a century later, in 2015, I heard of a solitary Alpine farmer still living much as his ancestors had done at the far end of our valley, close to where my father had grown up. I asked my father if he knew him. 'It's one of the two boys I went to school with who were from my home village of Rabenstein', he said, smiling. The very next day he accompanied me up to the Gspellhof so that he could introduce me to his former schoolfriend, Siegfried.*

*The single portrait that I had intended to make spawned more and I began paying frequent visits to the Gspellhof to capture the life led by Siegfried and his family in photographs. What drives me is as much my own great passion for photographic storytelling as my fascination with a life led wholly in the mountains.«*

– Roland Reinstadler

*»Roland Reinstadler looks into the soul with his heart and mind. He is an artist with camera who astutely captures life's quiet rituals.«*

– Melissa Farlow, American photo journalist and Pulitzer Award winner

South Tyrolean **Roland Reinstadler** acquired his first digital camera in 2011, which marked the beginning of a great passion. After a number of portfolio reviews, workshops, and encounters with renowned photographers, he won several international awards, e.g. the Tokio Award and the PX3 in Paris. Roland Reinstadler's images were published in the Washington Post, in National Geographic, and in Stern, among others. *Gspell 111* is his first book. [www.rolandreinstadler.com](http://www.rolandreinstadler.com)

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Barbara Karpf, [barbara.karpf@kehrerverlag.com](mailto:barbara.karpf@kehrerverlag.com) or  
[pr.assistance@kehrerverlag.com](mailto:pr.assistance@kehrerverlag.com)

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