



NEW RELEASE KEHRER VERLAG

Frederik Busch German Business Plants

Texts by Jacob Birken, Annika Wind
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A narrative and artistic photo book about the secret lives of German office plants

The daily work routine of post-industrial society reveals an inexhaustible supply of stories and images; whether as sitcoms, as critical editorials or as government office statistics, sources from which we should learn about the socio-political and economic conditions of today's working people. But what we all too often forget is that humans are not the only entities in the functioning office. Cacti, dracaena trees, and scheffleras populate medical practices, law firms, and job agencies, in order to bring a little life between the stacks of files and the computer screens.

In his photo series Business Plants, Frederik Busch shows us portraits of such plants in their operative states. Portraits taken over eight years, which discover office-botany with personal names and brief characterizations and in which we quickly realize that these plants are indeed »also only human beings«, their tragicomic existence interwoven in everyday questions about relationships, music, and fitness. The humoristic approach that Busch has chosen allows us however to confront these plants as individuals, simply as fellow creatures and not just merely things that submit to the civilizational superiority of the human species.

»Without plants we could not breathe or eat. But why do we put Ingrid on an overheated windowsill and not water her? Why do we force rubber trees into tight plastic tubs or next to our desk chair? Especially since there are some studies on the benefits of plants in the workplace. They provide mental balance, increase the work enjoyment, promote performance, reduce stress, improve the indoor climate, reduce the noise level and filter dust from the air«

– from the Text by Annika Wind

Frederik Busch (b. 1974) grew up in the Black Forest and near Augusta, Georgia, USA. He started his academic career in Berlin at the *Freie Universität*, where he studied film sciences. At the art school *Universität der Künste* he was trained as an actor. Frederik Busch graduated from the design academy *Staatliche Hochschule für Gestaltung* in Karlsruhe with a degree in media art. Numerous magazines have already published his photographs, including *Dummy*, *Neon*, *Vice*, *Der Spiegel* and *SZ Magazin*. Frederik's photojournalistic work has been awarded by the *Abisag Tüllmann Foundation*, he also won the *German Journalist Prize* and the *Emma Prize*. As a lecturer he teaches photography in the context of contemporary art at art academies in *Nürnberg*, *Halle*, *Hamburg* and *Karlsruhe*. The media artist lives and works in *Hamburg*.

www.frederikbusch.com

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Press images



1 Sabine adores going dancing.
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