

PRESS RELEASE

'Kunst am Isartor': 15 September – 29 October 2010
**Roller coaster, chair-o-plane & Co. –
photographic positions during the Oktoberfest**



Munich, 10 August 2010 – Just in time for the 200th anniversary of the Munich Oktoberfest, 'Kunst am Isartor' shows the photo exhibition "Life Coaster" with night shots of fun rides by Daniel Schäfer. Over four years, the artist has taken photos on the world's biggest funfair and is going to show the pictures of his series of works in Munich for the first time. The vernissage is going to take place four days before the start of the Oktoberfest, on Tuesday, 14 September 2010, 7:30 p.m. at the premises of WTS AG Steuerberatungsgesellschaft. The exhibition can be seen until 29 October ('Kunst am Isartor', Thomas-Wimmer-Ring 1, Wednesday – Friday from 3 p.m. – 7 p.m.).

"Life is a roller coaster, and we are sitting in the front row", says Daniel Schäfer, who took all photographs of the Oktoberfest at night. With

detailed close-ups of the roller coasters and chair-o-planes, the photographer takes us away into the colorful, shining and sparkling world of funfairs. His contemporary, cosmopolitan view puts well-known objects into an unknown focus, thus creating excitement and curiosity. Schäfer's trademark is the selection of details and perspectives that make us think, that confuse, and require taking a closer look. His pictures are an expression of graphical aesthetics; he focuses on colors, forms, contrasts and motions. Modern technique allows him to photograph his personal view of the Munich Oktoberfest from the hand, without using a tripod.

The night shots of the Oktoberfest reveal in a particular impressive way the quite mysterious expression of his visual worlds, where the colors unfold their full intensity and power against the black night sky. The artist brings a surreal world to life and shows the beauty and elegance of architectural constructs. The photograph series

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'Life Coaster' was displayed past December for the first time within the scope of the art project Myra Vidal Artshow in Madrid.

Daniel Schäfer studied digital and graphic design at the renowned Parsons School for Design in New York. He has been photographing for more than 12 years and besides artistic photography, he can look back on numerous projects and publications in the sectors interior design, architecture and portrait. The 32-year-old photographer from Miesbach (Upper Bavaria) regards himself as patriotic and aware of his tradition; his photographs, however, break the usual clichés. These days, he lives in Madrid and Munich, where he has two studios, and where he is looking for some inspiration during his journeys.

"The Oktoberfest is Munich's world-famous landmark. As one of Germany's biggest tax consultancy companies we are proud that our headquarters are located within this city, directly at the Isartor", says Fritz Esterer, chairman of WTS AG Steuerberatungsgesellschaft. "We regard ourselves as part of society and have – as part of our public responsibility – created a platform for young local artists by means of 'Kunst am Isartor'".

"Within his photographs, Daniel Schäfer unites an individual aesthetic view for textures, colors and light with almost passionate enthusiasm and fascination for life itself", says Dr. Annika Schoemann, curator of 'Kunst am Isartor'. "He is as intrigued by foreign countries and cultures as he is by the absurd world of the Oktoberfest on his own doorstep."

The exhibition series 'Kunst am Isartor' is open for all Munich art lovers (Wednesday through Friday, 3 p.m. – 7 p.m.).

More information under www.danielschaefergallery.com and <http://www.wts.de>

Information on 'Kunst am Isartor'

The exhibition series 'Kunst am Isartor' of WTS group shows four to five exhibitions per year. The spectrum ranges from photographs and paintings to sculptures. It is our aim to offer a platform in particular for young artists from Munich and the surrounding area, where they can show their work of art in an open house for all Munich citizens. Dr. Annika Schoemann, graduate film theorist and art historian, is the curator of the exhibition series. She was inter alia lecturer at the Museum of Modern Art and curator at the Goethe Institute New York, USA. 'Kunst am Isartor' is presented by WTS AG Steuerberatungsgesellschaft, a company with about 400 employees in six German offices and five foreign subsidiaries. WTS is one of Germany's biggest tax consultancy companies.

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