



IMAGONEWS#02

Welcome to our newsletter, wishing all cinematographers around the globe a year filled with boundless creativity, breathtaking frames, and great storytelling. Here's to capturing the light of the world through your lenses in the new year!

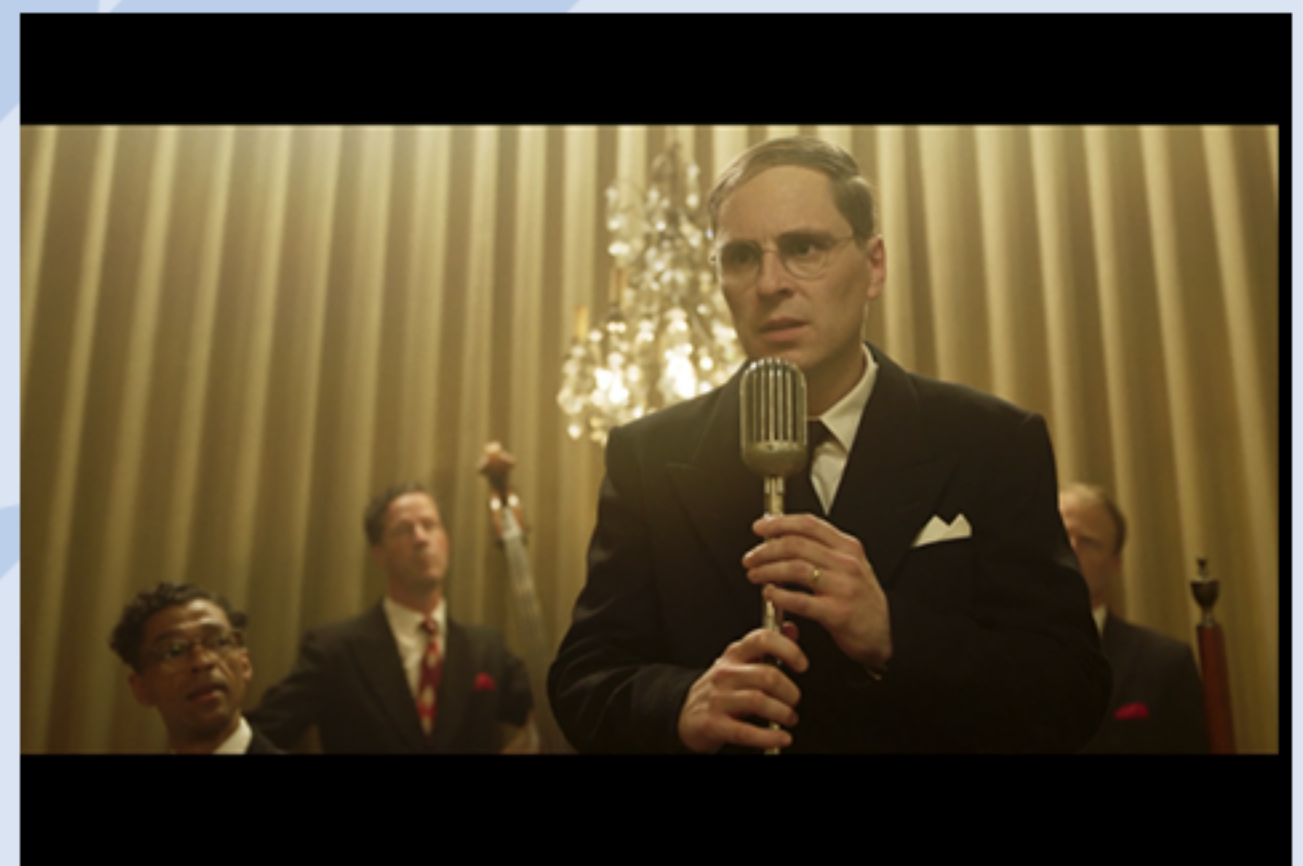
The new article on [imago.org](http://imago.org) brings Frida Wendel FSF, in charge of the cinematography of one of the greatest projects of Swedish

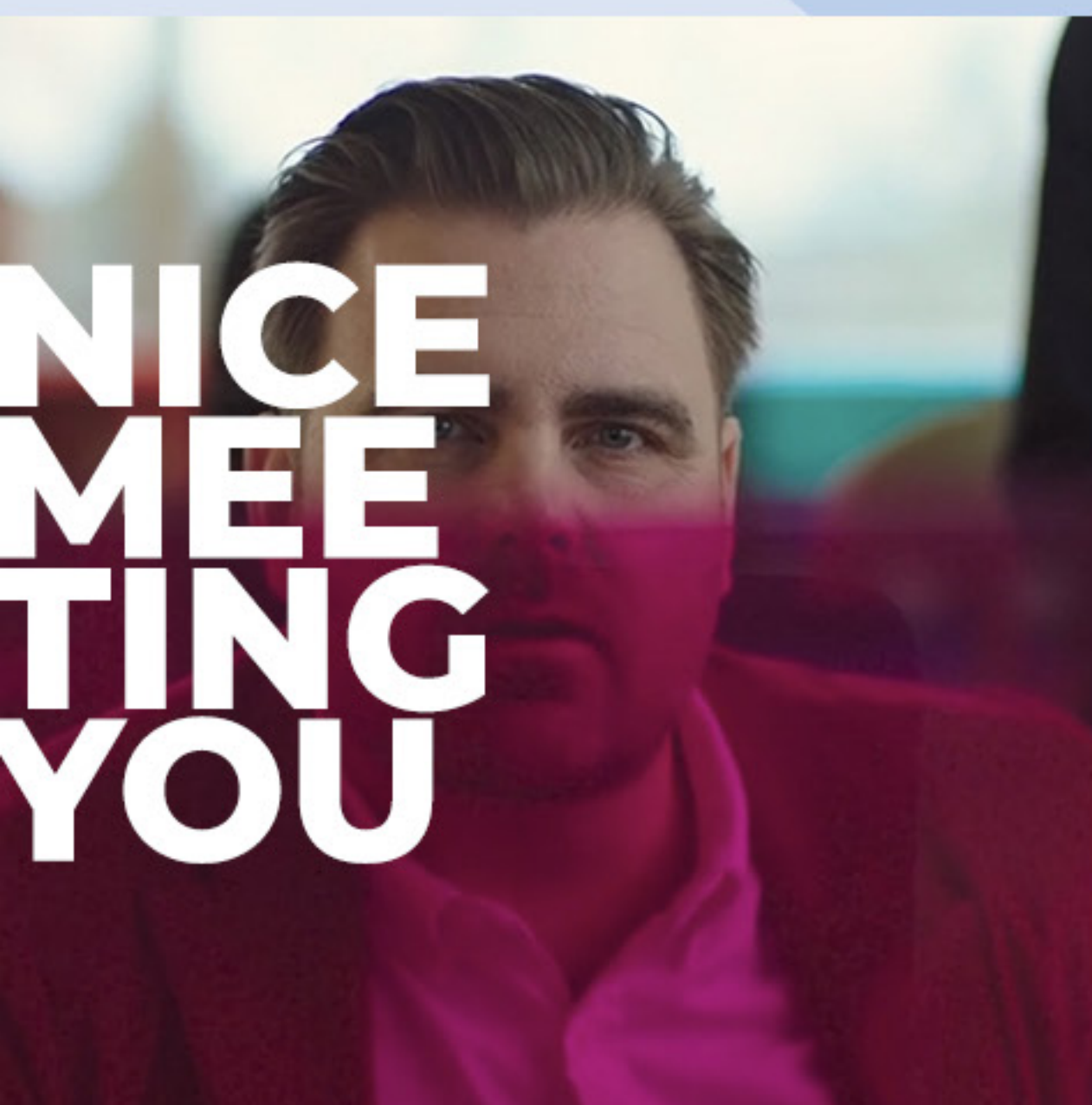
cinematography history: "**Ronja the Robber's Daughter**", directed by Lisa James Larsson. She gave us the opportunity to know more about her ideas on the role of the cinematographer, and share details about her latest production.

For the complete material and exclusive insights from Frida Wendel and our future guests, be sure to visit our newly revamped Imago website at [www.imago.org](http://www.imago.org)

and our instagram profile: @imagocinematography. You'll find a lot of content, from interviews and articles to practical information.

**FRIDA**  
**WENDEL, FSF**





Frida Wendel FSF, Swedish cinematographer, who traces her journey from still photography to cinematic brilliance, with notable projects like "Vi I Villa" (2022) and the much-anticipated "Ronja the Robber's Daughter." Her diverse portfolio, spanning music videos to documentaries, showcases her evolution to a great cinematographer/storyteller.



Wendel's new project is a masterpiece soon to be released: "Ronja the Robber's Daughter," a medieval fantasy based on Astrid Lindgren's classic. Directed by Lisa James Larsson, her longtime collaborator, the project not only fulfills a childhood dream but stands as a historic feat in Swedish cinema. Wendel's vision for a gritty, nature-immersed visual experience aligns seamlessly with Arri's new camera, the Alexa 35, featuring built-in textures reminiscent of film grain.



Frida Wendel draws inspiration from rich cinematic references that have significantly shaped her artistic vision. She shared insights into the filmmakers who have influenced her work and the evolving landscape of cinematography. Notable among her references are Bruno Delbonnel, Roger Deakins, Ellen Kuras and Linus Sandgren, each leaving an indelible mark on her creative journey.

## “I OF THE LENS” — UNIQUE EXHIBIT SHOWCASING BOTH THE EXTERNAL AND INTERNAL EXPRESSION OF A CINEMATOGRAPHER.



IMAGO Camera, the world's only analogue, large format camera designed for life-sized, self-portraits, is set to captivate audiences with an extraordinary exhibition featuring stunning black and white portraits of cinematographers from across the globe. This groundbreaking display, curated by Vika Safrigina, producer and Susanna Kraus, the visionary artist behind IMAGO Camera, will open its doors on February 18, 2024, coinciding with the prestigious Berlinale International Film Festival.

The IMAGO Camera is a true interactive object d'art and transcends traditional photography by allowing cinematographers to step into the spotlight and become authors of their own images. This unique walk-in camera was invented by the physicist Werner Kraus and artist Erhard Hoesle in 1972 in Munich, 20 years before the IMAGO federation was founded. As photographer and subject converge, each sitter transforms into the artist behind the lens, creating captivating self-portraits that reveal a unique perspective of themselves.

The exhibition will showcase the life-sized portraits of distinguished cinematographers such as Lawrence Sher, ASC; Bojana Andric, SAS; Teresa Medina, AEC; Markus Forderer, ASC; Martin Ruhe, ASC; Balazs Bolygo, BSC; Ashley Barron, ACS; and many more. These awe-inspiring images will be accompanied by photography and still frames taken by each cinematographer, offering viewers a rare opportunity to connect with these visionary artists on both sides of the camera.

In partnership with IMAGO — International Federation of Cinematographers' Diversity and Inclusion Committee, SUMOLIGHT lighting solutions, and Leitz Cine, the exhibition aims to celebrate the diversity of filmmakers who breathe life into the grand canvas of the movie screen. The display will inspire and empower the next generation of artists from all walks of life to pursue their dreams, encouraging all people to explore the beauty of photography and the joy of capturing their own portraits regardless of gender, nationality or background.

“This exhibition is a testament to the artistry and creativity of cinematographers, often unsung heroes behind the camera. IMAGO Camera not only captures their essence through life-sized portraits but also allows them to become the authors of their own narrative. We are thrilled to partner with Diversity and Inclusion Committee of IMAGO Federation to bring this unique experience to the public,” says Vika Safrigina, the exhibition's producer.

Don't miss the chance to witness this groundbreaking exhibition at IMAGO Studio in Berlin during Berlinale, as IMAGO Camera invites you to explore the intersection of art and cinematography like never before.

Exhibit opening, February 18, 2024 at 17:00, running until February 25, 2024, every day from 14:00-19:00 and by appointment starting February 26, 2024 until March 31, 2023.