

# FRIEKE JANSSENS

CURRICULUM VITAE

FRIEKE BY © SUZANNE RENSINK



## EXPO

NY, Chicago, Bilbao, Miami, Vienna, Los Angeles, Knokke, Hull,  
Vladivostok, Antwerp, Ghent & Brussels, ...

## ARTICLES

The Guardian, The Atlantic, Huffington post, De Morgen, De Standaard,  
Cobra, Humo, Tages Woche, NRC, Knack, ...

## CLIENTS

Stromae, Channel 4, Canvas, Toneelhuis, Eddy Merckx Cycles, City of  
Warsaw, Telenet, Orangina, BNP Paris Bas, Volkswagen, BMW, Nestea, ...

## AGENCIES

Wieden+Kennedy London, Public Conseil Paris, Duncan & Channon San  
Francisco, Duval Guillaume, Reinclassen Hamburg,  
Ogilvy Brussels & Amsterdam, DDB Warsaw, Famous Grey, Boondoggle, ...

# FRIEKE JANSSENS

Sofie Crabbé, foto- en kunsthistoricus

Frieke Janssens bouwde de voorbije twee decennia een stevige reputatie op in de geënsceeneerde fotografie. Een meticuleuze mise-en-scène is haar handelsmerk, naast een onberispelijke beheersing van de techniek en een perfecte afwerking. Janssens' beeldtaal is verrassend, speels en schuwt de humor niet. Bovendien getuigt haar werk vaak van een onderhuidse spanning en een onuitgesproken tragiek.

Vele communicatie- en reclamebureaus doen een beroep op haar verfrissende, originele ideeën voor de productie van advertenties, posters en covers. Ze werkt voor een breed scala aan opdrachtgevers in zowel de commerciële als de culturele sector (o.m. Wieden+Kennedy Londen, Duval Guillaume, Publicis Conseil Parijs, Canvas, KLARA, De Standaard Magazine, Weekend Knack, Toneelhuis, BMW, Museum M, Channel 4, Stromae, Theater aan zee).



FRIEKE JANSSENS | DIANAS

Naast haar opdrachtwerk geniet ook haar persoonlijke oeuvre wereldwijde belangstelling. De serie *Intoxicated* (2010) speelt zich af in het schemergebied van het bewuste en het onbewuste. Janssens weet het poseren en het gebrek aan spontaneïteit dat een camera met zich meebrengt te doorprikken door met alcohol benevelde modellen te fotograferen. Het werk kent een contrast tussen artificiële belichting en eerlijke lichaamstaal.

Janssens gaat de controverse niet uit de weg. In *Smoking Kids* (2011) laat ze jonge kinderen al rokend voor de lens poseren en bespeelt ze de verscheidene culturele registers die met het roken gepaard gaan. Onder de noemer *Your Last Shot* (2012) weet Janssens velen te overtuigen om bewust een sereen portret van zichzelf te laten maken zoals de geportretteerde herinnerd wenst te worden. In haar meest recente serie *Dianas* (2015) voert Janssens vrouwen op die single zijn en in hun "jacht" naar mannen het "roofdier" in zichzelf loslaten.

Haar geduldige toewijding resulteert in narratieve tableaux.

Sofie Crabbé, foto- en kunsthistoricus

# EXPOSITIONS AND EVENTS

## UPCOMING

### 20 YEARS OF PHOTOGRAPHY SOLO

Ingrid Deuss gallery Antwerp



FRIEKE JANSSENS  CHALK BOYS

## PAST

### CHALK BOYS GROUP

26/11/2015 - 29/11/2015

*The Art of Giving (TAG) foundation*

Support after school education for unprivileged children.  
Next to me they asked artists Rik De Boe, Gert Rebind, Piet Stockmans and Bué The Warrior to create and donate a work.



THE ART OF GIVING (TAG) FOUNDATION



INGRID DEUSS GALLERY, ANTWERP



**DIANAS SOLO**

09/10/2015 - 14/11/2015 - *Ingrid Deuss Gallery, Antwerp*

INTERNATIONAL PHOTOGRAPHY FESTIVAL HULL



**DIANAS GROUP**

02/10/2015 - 30/10/2015 - *International Photography Festival Hull*

10/05/2015 - 07/06/2015 - *International Photography Festival  
Knokke*

INTERNATIONAL PHOTOGRAPHY FESTIVAL KNOCKE



NEW YORK



INGRID DEUSS GALLERY, ANTWERP



CHICAGO



MARCEL SHOP



### SMOKING KIDS SOLO

11/01/2013 - 08/02/2013 - Chicago

11/01/2013 - 08/02/2013 - New York (+ Your Last Shot)

26-30/10/2011 - Brussels @ Marcel shop durig Modo Brussel

30/06/2011 - 30/07/2011 + extension until 18/08/2011, Ingrid Deuss Gallery, Antwerp

PARIS PHOTO, LOS ANGELES



ART MIAMI

BIENNAL VLADIVOSTOK



### SMOKING KIDS GROUP

26-28/10/2013 - Paris Photo, Los Angeles

02-06/12 - ART MIAMI

09/2012 - Getxophoto 2012

02-06/12 - Lineart Ghent

17/09/2011 - 27/09/2011 - Biennial Vladivostok

BIENNAL VLADIVOSTOK



**GROUP EXHIBITION WITH  
'STORY HUNTER, 2007'**

23/05/2012 - 22/06/2012 - *at galerie GPL, Vienna*

**PHOTO FINISH '09**

(invited as an old student from school)

05/03 till 07/03 2009 - *Sint-Lukas hogeschool Brussels*

**JONG & BEELDEND**

30/01 till 22/02 2004 - *with Anne Vanoutryve and  
Peter Van Ammel - OC de Cerf - Gullegem*

**OUT OF CONTROL 2002**

A selection from the work of the graduates 2001-2002  
of artschools in Flanders - *VUB Brussels*

**- /DETAIL, VOORKANT**

An exhibition on information, context and visual culture - *Grad-  
uating exposition 2002*

# SOME TALKS

COLRUYT STUDIOS



FOTOMUSEUM ANTWERP



CANNES LIONS FESTIVAL



NARAFI



BEROEPSFOTOGRAFEN



COINTREAU'S AMBASSADERS

18/05/2016

talk voor Cointreau's ambassadors about my work and how I deal with creative issues

18/02/2016

Lecture @ Colruyt studios from idea to finalisation project

05/02/2015

speaker @ fotomuseum voor centrum voor beeldexpressie, Antwerp

21/06/2015

speaker at Cannes Lions Festival, next to Rizon Parein I will talk about images with stopping power. About the process between agencies and photographers. But above all how to get the best out of co-creating

14-11-2014

Lecture at Narafi, a Belgian school for photography and film. About the use of making a moodboard

19-11-2012

Interview at nationale beroepsfotografen vereniging

## FRIEKE JANSSENS

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AGENCY

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GALLERY

### INGRID DEUSS GALLERY

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Provinciestraat 11  
2018 Antwerp

## EDUCATION

+ photoshop/film opleidingen nog aan te vullen  
2002-2003

*KUL (Catholic University of Leuven)*

As a free student Frieke followed classes such as Japanese cultural history, social and cultural anthropology, history of film (capita selecta) and history of art.

Evening classes of French  
at *Group T Leuven and CVO Vilvoorde*

1998-2002

*Sint-Lukas hogeschool, Brussels*

Graduated with distinction

1992-1998

*Academy of Bruges*

Graphic design & photography

1995-1998

*Academy of Bruges*

Evening classes photography

2016 2017



## WORK HIGHLIGHTS

### ANIMALCOHOLICS

2016 personal

art project voor #Trademarks2016 #stadstriennale

As people drink, they lose their self control and self consciousness, their primal instincts appear, and they become more like animals. For her latest mind bending work ANIMALCOHOLICS, Frieke Janssens, as in her famous Smoking Kids series, tackles addiction and social changes. This time, she reflects on alcohol as a socially accepted drug and its position in modern society, creating a large, surrealist panorama in which she takes alcohol out of its human context, capturing imagined animals in a state of intoxication that one might see in a bar. Do animals need an escape as humans do?



2016

2016 [FRIEKE]



MUSEUM M. M. LIFE. 2016



CAMPAIGN FOR CITY FESTIVAL OP. RECHT. MECHELEN. 2016



2016

2016 [FRIEKE]



SENSITIVE TO LIGHT CAMPAIGN FOR MODULAR. 2016



2016

2016



KLARAFY, 2016

DE STANDAARD MAGAZINE FASHION, 2016



2016

FEATURED IN BOOK FOODPRINT CULINARY YEARBOOK. 2016



2016



GREAT EXPECTATIONS. 2015

2015

2015

BGR 10 YEARS



2015

CHALK BOYS FOR ART OF GIVING FOUNDATION. 2015



2015

The Guardian  
35 min · 11  
Diana's dogs by Frieke Janssens. One of the highlights of the Hull international photography festival. See the full gallery here: <http://gu.com/p/4dsh>



DIANAS. SERIES ABOUT SINGLE WOMEN. 2015 PERSONAL



2015

UNROLLING VIDEO INSTALLATION FOR FLANDERS FASHION INSTITUTE. 2015 PERSONAL



2015

KNACK WEEKEND - HAIRY SHOOT. 2015



MUSEUM M THE WORLD OF REMENBRANCE. 2015



CHANNEL 4, INDIAN SUMMERS. 2014



2014

2014



TOURING - 2014

S.PA



KNACK WEEKEND BACK TO SCHOOL ON A HORSE - 2014

2014

2014



STROMAE'S FIRST FASHION COLLECTION. 2014

CHEZ ALBERTIE. 2013



VOLTAIRE. 2013



2013

2013 可

TONEELHUIS, 2013



2012



## YOUR LAST SHOT. 2012

No one likes to think about their own death. And especially not about the photo they will be remembered by on their grave. Photographer Frieke Janssens wants to change people's mindsets when it comes to that particular photo: 'your last shot'. "In reality, those left behind need to find a photo quickly that is 'ok' and usually it requires some Photoshop retouching. And the question remains: how would the deceased feel about this photo? Maybe he or she would have untagged themselves from it?" The series of 'Your Last Shot' will reflect a combination of the portrayed's wishes and the photographer's style. "My personal preference goes to static portraits as they were taken at the occasion of weddings at the beginning of the 20th century. My aim is to make an iconic portrait that is beautiful, serene and fearless, preferably with a gentle smile, indicating that the model is clearly aware of the fact that this portrait will be used for a very long time to come." Sinister? "Not really, life and death are inevitably linked. In Belgium there still seems to be a taboo around the thought of death. As a photographer, I feel that the moment when one reflects about their own death is a precious moment to be shared and portrayed." The portrayed will receive their 'last portrait' printed on porcelain, so that it actually can be used when the time has come. Which is hopefully many years from now. "In each series, I try to make people reflect on a specific subject. Should we not care more about that one photo that will be used infinitely? Would you not prefer to choose that photo yourself? By the way, it strikes me that, when people visit someone's grave, they like to take a walk through the entire cemetery. And what do they do? Indeed, looking at the pictures.

2012 可



TONEELHUIS. 2012



THE BUSTS. 2012

2012

2012

CANVAS FACES, 2012



INSULATION PREMIUMS, 2011



CAMPAIGN DE MORGEN, 2011



2011



## SMOKING KIDS, 2011 PERSONAL

A YouTube video of a chainsmoking Indonesian toddler inspired me to create this series, "Smoking Kids". The video highlighted the cultural differences between the east and west, and questioned notions of smoking being a mainly adult activity. Adult smokers are the societal norm, so I wanted to isolate the viewer's focus upon the issue of smoking itself. I felt that children smoking would have a surreal impact upon the viewer and compel them to truly see the acts of smoking rather than making assumptions about the person doing the act. Coincidentally around the time of the "Smoking Kids" gallery opening, a law was passed, and smoking has been banned from Belgian bars. There was an outcry from the public about government intervention, feelings that freedom was being oppressed, and that adults were being treated like children. With health reasons driving many cities to ban smoking, the culture around smoking has a retro feel, like the time period of "Mad Men," when smoking on a plane or in a restaurant was not unusual. The aesthetics of smoke and the particular way smokers gesticulate with their hands and posture cannot be denied, but among the different tribes of "Smoking Kids," - Glamour, Jazz, and The Marginal - there is a nod to less attractive aspects, on the line between the beauty and ugliness of smoking. To assure you of the safety of the children, there were no real cigarettes on set. Instead, chalk and sticks of cheese were the prop standards, while candles and incense provided the wisps of smoke.

2011

2011 可



NESTEA, SHOOT IN CAPETOWN. 2011



RENAULT. 2011

2011

2011 可

JEAN CLAUDE VANDAMME FOR GAIA, 2011



TAZ. 2011



LEXWARE. 2010



2010

2010 年



THE TABLE OF FC BERGMAN. 2010



EDDY MERCKX CYCLES. 2010



2010

BNP PARIBAS. 2010



CANDICO. 2010

200 YEARS. 2010 ART WORK



VW BLU MOTION. 2009



2009

2009 可



CITY OF WARSAW. 2009

GAIA. 2009

2009



## THE INTOXICATED. 2009 PERSONAL

My aim was to make drunk portraits out of the context of a bar. I was looking for nuanced, honest emotions - without the self-control and self-consciousness people usually exhibit when posing in front of a camera. In these photos, this was accomplished through alcohol. People are more honest when they are under the influence. Not only in what they say, but also in how they pose. With actual alcohol running through the subject's veins, the contrast between the artificially lighted pictures and the honesty of the poses is the essence of this series. Before every shot I know exactly how I want to portray someone, which angle, which light and which feeling I'm looking for. Knowing that I never can find the truth in a portrait. It was new for me to lose control of my subjects. When I asked to look a little bit to the left, their head turned completely in profile. And they were talking about everything to me. So it was difficult to concentrate, because there were lots of absurd situations. Now I'm more conscious about how to photograph people, something I never gave much attention before this series. I want to go deeper into this theme about the consciousness and unconsciousness in relation to photography, but also in film.

TELEVISION PROGRAMME. DE NAAKCALENDER. 2008



DE STANDAARD MAGAZINE. 2009



2008



2008

KLARA FOR KIDS. 2008



METAL HURLANT. 2008



CUCINARIA. 2007.



THE STORY HUNTER. 2007



2007

VW BLUE MOTION. 2006



2006



KBC. 2006

GVA. 2006



FEDERAL GOVERNMENT. 2006



2006

2006



KLARA IN THE PALACE. 2006.



BITTE BACK. 2006

WEDDING JACQUES&CALLEBAUT. 2005

2005

2004

HEBES. 2004



MY FIRST CAMPAIGN. FOR KLARA. 2004



CASTLE LIFE. 2003



2003