

FRED FRÖHLICH - Biography

Fred Fröhlich was born in 1968 and grew up in a small town in Thuringia. He studied industrial design at Burg Giebichenstein, University of Art and Design Halle, as well as photography (Diplom, equiv. to B.A.) and New Media (Meisterschüler, equiv. to M.A.) at the HGB Leipzig, Academy of Visual Arts.

Since the beginning of his career in art in the 1990s, Fred Fröhlich has explored issues in everyday and pop culture by means of photography, video and digital arts. The results are model products whose character oscillates between readymade and distant reflection; most convey affirmation and a positive attitude. Through his work, he probes into our obsession with surfaces, design and style as well as the interplay between desire and illusion in the context of commerce, advertisement and mass media. Fröhlich is an obsessive collector of the remains left behind by the media society – in order to recombine them while leaving the source material largely untouched.

Fred Fröhlich uses the newest technology in realizing his projects, while the hand of the artist plays a decisive role. The appropriation and adaptation of technological work processes helps him to internalize the mechanisms of product life cycles in our society and their roles in global historical contexts. This complex creative process exerts a fundamental influence on the results.

Much of Fred Fröhlich's work arises contingent upon the project concept in combination with a concrete relation to place. Furthermore, his artwork has been exhibited in numerous national and international exhibits and screenings.

Fred Fröhlich lives and works in Berlin.

<http://www.fredfroehlich.net>