



Small world ... human scale is reduced to bite size in this photo, which is part of the *BondiWorldExpo* show. Photo: Andre Braun

Beware the giant gulls of Bondi with an eye for a snack

Julie Power

IT MAY be because he grew up in Switzerland, where most things are small and compact, says the photographer Andre Braun to explain his love of small things.

If his surreal photos are any indication, the architect and interior designer also loves seagulls and octopuses, one of which stole one of three cameras he's ruined or lost in his pursuit



AirLink

Scan the flying seagull to see a gallery of Andre Braun's works. See Page 2 for details.

of the cause of scale photography at Bondi beach.

Braun's photos upset the normal balance of power on Bondi beach. Humans look like chip-sized snacks for the huge

seagulls eyeing them greedily. A bluebottle appears so big it could star in its own creature feature, perhaps *The Bluebottle that Ate Bondi*.

Braun says his work is about representing the real world but on a different scale.

"They're all real images, where the people have been reduced in size," Braun said.

To make one of his images, such as a giant seagull looming

over a girl in a white bikini, he took photos of the seagulls and the girl in the bikini on Bondi beach. He then reduced the image of the girl to 20 centimetres, laser-cut the image, and reinserted her image into the landscape.

Braun's exhibition, *BondiWorldExpo*, runs from November 20 to December 2 at the Bondi Pavilion Gallery.

bondiworld expo as featured in
harbourview magazine - november 2012



bondiworldexpo

[scale] photography by andre braun



the jump, veronica clavijo



20 November to 2 December 2012
bondi pavilion gallery

Queen Elizabeth Drive, Bondi Beach (02) 8362 3400
www.bondiworldexpo.com

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Ripcurl, oil on Belgian linen, 170 x 240 cm



[scale]
photography

Experience life from a different perspective at this unparalleled exhibition. Bondiworldexpo is a series of unique and compelling installations, scale photographs, dioramas, videos and sculptures. This innovative work was created by Swiss-born photographer Andre Braun for his first solo exhibition. Both underwater and above ground, the viewer is treated to a display of stunning imagery.

As part of this exhibition a series of human models have been physically reduced in scale then strategically positioned in the landscape to create a ground-breaking depiction of the Bondi "world".

This photographic journey was inspired by Braun's exploration and discovery of the amazing natural beauty in and around Bondi.

As the great artist Pablo Picasso most appropriately said: "Everything you can imagine is real".

The main feature is a series of human models including actors, dancers and TV presenters that have been physically reduced in scale then strategically positioned in the landscape to create a unique and ground-breaking depiction of the Bondi world.

This photographic journey started as an exploration in and around Bondi, looking at the world from an unexpected angle. Bondi's north headland soon became an endless source of inspiration. Through photography, Andre was able to envision a different perspective beyond the ever-changing environment.

Bondiworldexpo showcases this beauty and reflects emotion, highlighting the insight into Andre's continuing exploration of the creative world. ■

*For more information contact the Bondi Pavillion Gallery
Queen Elizabeth Drive, Bondi Beach
Opening hours: 10am-5pm daily
Andre Braun exhibition: November 20 until December 2, 2012
Tel: (02) 8362 3400 www.bondiworldexpo.com*

