

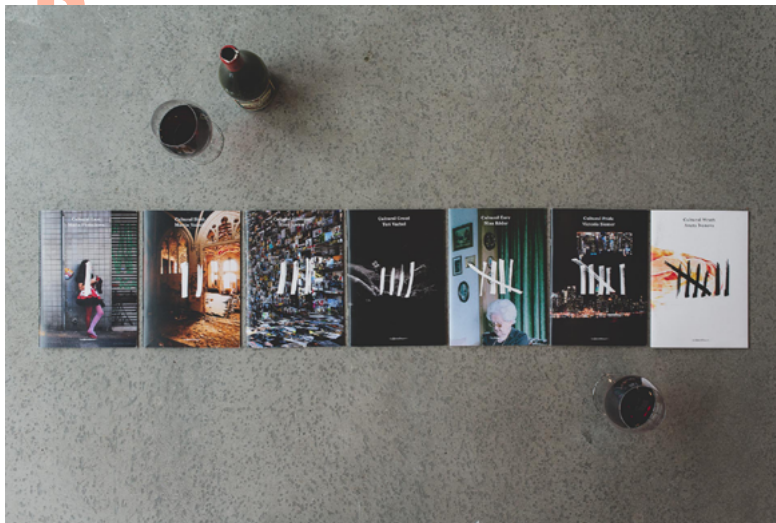
# N E W THE 7 DEADLY CULTURAL SINS

## ABOUT THE BOOK

Did you ever notice culture rhymes with sulfur?

The edgy and exciting 7 DEADLY CULTURAL SINS collection gives seven fallen photographers the opportunity to redeem themselves through the exploration of the excesses of the cultural world. Each picked their favourite Deadly Sin and pictured it at play within our modern societies.

Pope Gregory the Great might turn in his grave as the series pushes the boundaries of sin and tempta-tion through powerful visuals delving into cultural indulgence, (lack of) access to culture and the inextricable roles of culture in sin and sin in culture.



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NEW HEROES AND PIONEERS

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## BOOK FACTS

**Author Name:**

Aneta Ivanova, Martin Vaissie,  
Maria Plotnikova, Nina Röder,  
Uros Abram, Teri Varhol and  
Victoria Siemer

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The 7 Deadly Cultural Sins

**Publisher:**

The New Heroes & Pioneers

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Individual Booklet

Sek 70, Eur 7.5, Usd 9.5

Bundle (7 booklets)

Sek 415, Eur 45.5, Usd 57.5

**ISBN:**

Bundle ISBN: 978-91-981413-8-2

Gluttony ISBN: 978-91-87815-06-5

Wrath ISBN: 978-91-87815-07-2

Sloth ISBN: 978-91-87815-08-9

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Greed ISBN: 978-91-87815-10-2

Envy ISBN: 978-91-87815-11-9

Pride 7 ISBN: 978-91-87815-12-6

**Page Count:**

32 pages per booklet

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W170xH240

**Book Weight:**

125 grams per booklet

900 grams for the bundle

**Paper:**

150 grams

**Format:**

Paperback

**Content:**

Color Inserts /

Pictures With Text

**Language:**

English

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## KEY SELLING POINTS

Not afraid to play with eternal fire, New Heroes & Pioneers knew that the vapours emanating from this heady mix would attract photographers with strong artistic points of view. Do not be alarmed then if THE SIN SERIES makes you think, argue and maybe even disagree! So... go ahead. Pick your sin.

**01** An enticing new concept showing The 7 deadly sins from a cultural perspective.

**02** Pictures and text that question, criticize and illustrate our relationship to culture, social culture and the idea of sin.

**03** Each photographer's vision is unique and explores a different sin: the resulting booklets are amazingly varied in form and content, including architectural elements, portraits, documentary and street photography.

**04** Extraordinary, detailed and stunningly composed pictures.

**05** An interesting repertoire of mixed international photographers based in Slovenia, Germany, the U.S, France, Argentina, Bulgaria and the UK.

**06** A combination of breathtaking photography and meaningful content

**07** High quality photography for a reasonable price

**R 08** The booklets are sold either separately or wrapped in a bundle.

**09** A well-suited gift for everyone interested in beautiful photography with a message

**10** Pictures that evoke feelings and that last on the retina, even when the last page is turned.

## ABOUT THE PHOTOGRAPHERS

### Aneta Ivanova - Wrath

Born in Varna, Bulgaria, she started experimenting with self portraits at the age of 13 and continued into the world of fashion and fine art. Ivanova's signature is a mix of nature inspired elements.

[www.anetaivanova.com](http://www.anetaivanova.com)

### Martin Vaissie - Sloth

French photographer based in Toulouse, specialises in capturing the beauty in the dereliction of abandoned and forgotten places. He has documented buildings that all show a beautiful fragility though completely demolished.

[www.martinvaissie.com](http://www.martinvaissie.com)

### Maria Plotnikova - Lust

Born and raised in Russia she is a sports photographer who now lives and works in Buenos Aires, Argentina. She started taking photos while studying philology, and now travels the world as a street- and sports photographer.

[www.mariaplotnikova.com](http://www.mariaplotnikova.com)

### Nina Röder - Envy

Germany-based, she has been working at the Bauhaus University as a lecturer for photography since 2012. Her focus lies in exposing hidden structures and biographical stories, often combined with theatrical influences.

[www.ninaroeder.de](http://www.ninaroeder.de)

### Uros Abram - Gluttony

He was born in Slovenia and studied design and photography in Ljubljana and Prague. He is known for his unaltered portraits done with "camera oralis" and has served as a mentor at the Fotopub Documentary Photography Festival.

[www.abramphotography.com](http://www.abramphotography.com)

### Teri Varhol - Greed

Photographer and videographer, she was born in Czech Republic but now lives and works in London. Her working process partially derives from alchemical principles, utilizing metaphors and symbols drawn from the back of the human mind.

[www.terivarhol.com](http://www.terivarhol.com)

### Victoria Siemer - Pride

New York-based graphic designer and photographer, she knows how to create beautiful and thoughtful artworks applying graphic elements to her fantastic photos. The message is often personal yet quirky and evokes a strong feeling of recognition.

[www.witchoria.com](http://www.witchoria.com)

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