



**SWIMMING POOL - Mária Švarbová**  
**PRESS RELEASE BOOK PRE-ANNOUNCEMENT**  
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Mária Švarbová offers a breath of fresh air in the photography world. Mária has a distinctive style that departs from traditional portraiture and focuses on experimentation with space, colour, and atmosphere.

Here at New Heroes & Pioneers, we love Mária's work and knew her photography was very much deserving of its own book.

'In the Swimming Pool' is Mária's largest series yet, originating in 2014 and continuing to develop to date. Sparked by a hunt for interesting location, her fascination with the space of public swimming pools contributed to developing her visual style. Sterile, geometric beauty of old pools set the tone for these photographs. Each of them pictures a different pool, usually built in the Socialist Era, in various locations in Slovakia. There is almost cinematographic quality to the highly controlled sceneries that Mária captures.

"It has been great teaming up with NH&P. Through the book, I want to take the opportunity to present swimming pools as conceptual art. There will be over 80 images of swimming pools spanning 11 locations across Slovakia."

The Swimming Pool series has already been highly praised and there is a lot of anticipation for the collection to be pulled together in a book.

Perhaps one of the most prominent features of this collection is Mária's use of human figures. The figures are mid-movement, but there is no joyful playfulness to them. Frozen in the composition, the swimmers are as smooth and cold as the pools tiles. The colours softly vibrate in a dream-like atmosphere. Despite the retro setting, the pictures somehow evoke a futuristic feeling as well, as if they were taken somewhere completely alien.

Mária has collaborated with many notorious fashion and photography magazines. These include Vogue, DODHO and FotoVideo. She has also been the laureate of several photography awards, including the gold medal for excellence at the Trierenberg Super Circuit photography fair in Austria and a first place win at the International Photography awards. Maria recently exhibited her work to critical acclaim at Photo LA in Los Angeles.

Most recently, Mária has been named in Forbes/Slovakia 30 under 30 - a testament to her position and already great influence in the photography industry.

Mária has a wonderfully individual style which moves away from the conventional. The socialist era and its architecture, public spaces and colour are hugely inspirational. Through this book, the reader



can absorb and revel in this portrayal of these spaces. We can't wait for the release of this book and offer others the chance to explore this multi-award winning photographer's work.

**Key information:**

Publication Date: 1<sup>st</sup> July 2017 // Recommended Retail Price: GBP 29.99 // ISBN: 9789187815157 // Page Count: 108 // Book Size: W230xH230 // Format: Hardcover, Perfect bound, cut to size // Language: English

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Press information (image bank, logos ...) can be found at

<http://thenewheroesandpioneers.com/swimming-pool-press-info>

**ABOUT THE PUBLISHER**

In early 2013, the New Heroes & Pioneers publishing house – based in Malmö, Sweden – was little more than the kernel of an idea in our minds. Our plan was to develop and publish a range of coffee table books containing a smart, interesting and eclectic mixture of art, culture and fashion.

What made this concept unique was that we were, right from the beginning, dedicated to being a vehicle for discovering and promoting new and unknown artists whose singular styles and perspectives make them stand out. The concepts of 'making human connections' and 'giving back' were woven into the fabric of the corporate culture and have become a clear and conscious part of every project since the company's inception.

Three years later, the NH&P titles can be found across four continents and the publishing house remains on a persistent trajectory in exploring and publishing extraordinary culture.