

new Heroes & Pioneers®

Press Release – Swimming Pools
By Maria Svarbova
April 20th, 2021



It's time to get back in the water.

We are returning to the world created by Maria Svarbova to deliver a comprehensive collection of her work around this photographer's biggest concept – Swimming Pools.

This ground-breaking series has cemented Maria as one of the truly great photographers of our time and this new, exciting collection demonstrates the powerful subject she explores through this work.

In the initial set of images, we see models frozen in the composition, the swimmers are as smooth and cold as the pools tiles. The colours softly vibrate in a dream-like atmosphere. However, despite the retro setting, the pictures somehow evoke a futuristic feeling as well, as if they were taken somewhere completely alien.

But this new book takes us further and on a different journey.

Swimming Pools is a book of collective images that now includes work not seen before, and from shoots that span a further three years, from 2014-2020. Maria's photography, in this idiosyncratic setting, demonstrates an evolution from the original Swimming Pool book that was released in 2017.

We now observe different strands of thematic content stemming from this original concept. This book explores female empowerment and how this can be demonstrated through intimate viewpoints and the relationship between the models and the space around them. Further themes include the unity of womanhood, the expression of movement verses static subjects and the relationship between formal and informal use of these very distinctive spaces.



In the Swimming Pool is Maria's largest and continuing series. Sparked by a hunt for interesting locations in Slovakia, her fascination with the space of public swimming pools contributed to developing this visual style. The sterile, geometric beauty of old pools, usually built in the Socialist Era, set the tone for these photographs. There is almost a theatrical quality to the highly-controlled sceneries that Maria captures.

The photographer, of this new work, tells us why she is continuing the Swimming Pools story:

'This new book will deliver more information about this collection of work that is very special to me. I wanted to bring to light new work for the series, but also images from behind the scenes, a sub-series and where the post-production editing allows me to create the Swimming Pools that you see in final photography. It is really exciting to share this new series that challenges the viewer with a sense of illusion and continued intrigue...last but not least, there will be larger photos in a larger book, I am so proud to consolidate my vision in a comprehensive book.'

Despite studying restoration and archaeology, Maria Svarbova found a medium for her artistic expression in photography. We see through this work that she has not only grown as an artist but grown in her study of this very special selection of work, a style that is instantly recognisable as Svarbova's.

Since 2010, she has focused on developing her own photographic language, quickly gaining international recognition. Amongst awards, solo and group exhibitions, her work has been featured in Vogue, The Guardian, Forbes and many other publications.

To find out more about this book and the series, please visit nhppublishing.com

BOOK INFORMATION

Release date: Autumn 2021

Recommended retail price: 40€/355sek/£30/\$40

Details: 230mmx300mm, 256+4 pages

Website: www.swimmingpoolsbook.com

Press page: https://thenewheroesandpioneers.com/swimmingpools_press/

PRESS CONTACTS

Matt Porter

Public Relations Manager

New Heroes & Pioneers

Tel: +447595049829

matt@newheroesandpioneers.com

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

<http://thenewheroesandpioneers.com/press-area/>



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.

Over 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.