

The MB&F M.A.D.Gallery Dubai presents
Fabian Oefner's "*Disintegrating II*" photo series
From 20th April 2016



Dubai, UAE – From 20th April 2016, the MB&F M.A.D.Gallery Dubai, the Middle East's first mechanical art gallery, will present a series, 'Disintegrating II' by Swiss artist Fabian Oefner at Alserkal Avenue. The artworks on display are a second part of Oefner's 'Disintegrating' series, the first which he debuted at the MB&F M.A.D.Gallery Geneva in 2013 and which consisted of 3 images.

Fabian has carved out his reputation by fusing the fields of art and science, creating images appealing to heart and mind. He is constantly on the lookout for capturing life moments that are invisible to the human eye: phenomena like sound waves, centripetal forces, iridescence, fire and even magnetic ferrofluids, among others.

The artworks on display at the M.A.D.Gallery Dubai are mind-boggling. In terms of creative process and creation, it takes Oefner 2 months and over 2'000 photos for a single image to come to life.

The five images of the "Disintegrating II" series are exploded views of iconic cars that Oefner has painstakingly created by deconstructing scale-models, photographing each component, piece by piece in a very specific position, to create the illusion of an exploding automobile.

This stunning photo series involves fooling the observer into seeing the images as computer-generated renderings rather than the real photographs that they are.

Oefner says: *"I have always been fascinated by the clean, crisp looks of 3D renderings. So I tried to use that certain type of aesthetic and combine it with the strength of real photography."*

The *"Disintegrating II"* series consists of 5 images showing exploded views of iconic sports cars:

- Auto Union Type C (1936-1937) (titled Disintegrating 04),
- Maserati 250F (1957) (titled Disintegrating 05),
- Ford GT40 (1969) (titled Disintegrating 06),
- Bugatti 57 SC (1934-1940) (titled Disintegrating 07),
- Porsche 956 (1982) (titled Disintegrating 08.)

Each image is available in 2 sizes: 140x70cm limited to 8 prints and 230x115cm, limited to 3 prints.

Maximilian Büsser, M.A.D.Gallery Founder and Curator said: *"Fabian Oefner's works are perfect examples of how mechanical art can be powerfully beautiful. Seeing objects we are so familiar with breaking down into hundreds of pieces, challenges the viewer's perception of these items. 'Disintegrating II' truly encapsulates M.A.D.Gallery's concept of celebrating the art of mechanics."*

"Disintegrating II" in detail

Fabian Oefner explains that photography usually captures moments in time; but his *"Disintegrating II"* series is all about *inventing* a moment in time. *"What you see in these images, is a moment that never existed in real life,"* says Oefner. *"What looks like a car falling apart is in fact a moment in time that has been created artificially by blending over 2000 individual images together. There is a unique pleasure about artificially building a moment... Freezing a moment in time is stupefying."*

Fabian first sketched on paper where the individual pieces would go, before taking apart the model cars piece by piece, from the body shell right down to the minuscule screws. Each car contained over a thousand components.

Then, according to his initial sketch, he placed each piece individually with the aid of fine needles and pieces of string. After meticulously working out the angle of each shot and establishing the right lighting, he photographed the component, and took thousands of photographs to create each *"Disintegrating II"* image.

All these individual photos were then blended together in post-production to create one single image. With the wheels acting as a reference point, each part was masked in Photoshop, cut and then pasted into the final image.

“These are possibly the ‘slowest high-speed’ images ever captured,” says Fabian. “It took almost two months to create an image that looks as if it was captured in a fraction of a second. The whole disassembly in itself took more than a day for each car due to the complexity of the models. But that’s a bit of a boy thing. There’s an enjoyment in the analysis, discovering something by taking it apart, like peeling an onion.”

However, he adds: *“The hardest part was actually setting up the camera, lens and light, because the biggest frustration is when you can’t get any beautiful image out of it!”*

Profile of Fabian Oefner

Fabian Oefner was born in Switzerland in 1984. Coming from a family with an artistic background, he attended art school and gained a degree in product design.

At the age of 14, Fabian discovered Harold Edgerton’s photo of a bullet piercing an apple, and this prompted him to get his first camera.

“I have always experimented with all different kinds of art forms at a very early stage,” he says. “Photography turned out to be the form of art that I was most interested in.”

But not just any old photography...

Fabian has gone on to blend art with science: beautifully photographing ‘nebulae’ formed in a fibre glass lamp and feathery or cotton candy-like puffs made by bursting balloons filled with corn starch. He has shot crystals of colour rising in reaction to a speaker's soundwaves; spectacularly captured the patterns created by magnetic ferrofluids pushing paint into canals and he has taken colour-crazy photos of paint modelled by centripetal forces.

“I am trying to show these phenomena in an unseen and poetic way,” he pauses, “and therefore make the viewer pause for a moment and appreciate the magic that constantly surrounds us.”

“I am inspired and influenced by the world that is around me. I have a deep interest in all kinds of fields of science. When I start with a new subject I rarely know how the final images will look. After experimenting with it, I start to get a feeling for it and after a while an idea for images develops.”

Fabian has a photographic studio in Aarau, 40 minutes away from Zurich in Switzerland. His work has only been sold through direct private sales around the globe. He has worked on assignments for big international brands, on ad campaigns and art projects, including a number of free projects.

Fabian demonstrated his ideas and artwork during a [TED Talk](#), as part of the non-profit's initiative devoted to ideas worth spreading. His reputation has been growing steadily for the past five years.

M.A.D.Gallery Dubai is located at Al Serkal Avenue, Street 8 in Al Quoz 1, Dubai and is open to the public from 10:00 am to 7:00 pm daily, Saturday to Thursday.

For further information please visit www.madgallery.ae or contact Dernagh O'Leary

Mobile: +971 50 443 8577

E-Mail: Dernagh.OLeary@edelman.com

About M.A.D.Gallery:

The MB&F M.A.D.Gallery is a captivating universe of kinetic art where Horological Machines and Mechanical Art Devices reign supreme. The first M.A.D.Gallery opened in 2011 in Geneva on Rue Verdaine, a stone's throw from MB&F's offices and atelier in the heart of the city's old town. A second location opened in 2014 in Taipei. Inside the galleries, you have the pleasure of discovering carefully-curated pieces – or, as we like to call them, Mechanical Art Devices – from around the world, each one making your heart beat that little bit faster. You exhale, only then to find the complete range of MB&F Horological Machines and Legacy Machines.

About MB&F:

Based around one very simple and fundamental ideal: to assemble dedicated Collectives of talented horological artisans, artists and professionals – all friends – to design and craft each year a radical and original horological masterpiece. By nurturing teams of talented individuals, harnessing their passion and creativity and crediting each individual's essential role, MB&F uses their synergy to become much greater than the sum of its parts. MB&F is above all a human adventure... a human adventure with just one goal: to create incredible horological machines. In 2015 MB&F celebrates its 10th Anniversary: 10 years and 10 calibers!

About Ahmed Seddiqi & Sons:

Ahmed Seddiqi & Sons is the Middle East's most trusted destination for luxury watches and jewellery, representing more than 60 of the leading timepiece brands across a retail network of 65 locations in the UAE. Established in 1950 through, Ahmed Seddiqi & Sons is recognized among the leading retailers in the region, advising and enabling both established and emerging watch enthusiasts to increase their passion and understanding of the art of watchmaking. From the most complicated, limited edition timepieces created by the world's most respected watchmakers to the latest collections of high-end jewellery brands, the company aligns with its customers' needs to offer the region's most expansive collection for the coveted collector.

Dedicated to a superlative customer service experience, Ahmed Seddiqi & Sons has persistently curated and invested in a highly skilled, culturally aware team for the last six decades. From expert pre-sale insight from its sales consultants to the internationally recognized aftersales offered through the Swiss Watch Services, Ahmed Seddiqi & Sons is the Middle East's only retailer which offers its clients a full lifecycle for luxury watches and jewellery. The passion and credibility of the second, third and fourth generation of Seddiqi family members managing the organization deliver a living legacy and dynamic commitment to preserve and grow the tradition of watchmaking for decades to come.

The story of Ahmed Seddiqi & Sons contributes to the Middle East's status as a hub for international trade and economic development. As a pillar of the Gulf's retail landscape, Ahmed Seddiqi & Sons has significantly enhanced trade opportunities with key markets while developing substantial career development opportunities for both nationals and expatriates. Through its ongoing work with the region's education and cultural communities, Ahmed Seddiqi & Sons is creating a sustainable platform for watchmaking, servicing, and collecting for the entire Middle East.

M.A.D.Gallery Dubai

Address: H-81, AlSerkal Avenue, Street 8, Al Quoz1, Dubai, U.A.E

Tel.: +971 433 073 66

info@madgallery.ae

M.A.D.Gallery Geneva

Address: Rue Verdaine 11, 1204 Geneva, Switzerland

Tel.: +41 22 508 10 38

info@madgallery.ch

M.A.D.Gallery Taipei

Address: The Arcade Ground Floor Lobby, 166 Dun Hua N. Road, Taipei 105, Taiwan

Tel.: +886 2 2545 0018

madgallery.taipei@swissp.com

Follow M.A.D.Gallery Dubai

www.madgallery.ae

[Facebook: MB&F MAD.Gallery Dubai](#)

[Instagram: mbfmadgallery.ae](#)

[Snap Chat: MBANDE](#)