

# Robert Rutöd: Fair(y) Tales

An expedition through the grotesque realm of  
must-haves and mega-trends

It seems as if there is a constant factor amidst the diversity of our dreams: The longing for a heavenly life, the hope for permanent feeling of happiness. Since time immemorial, this long awaited, beautiful earthly paradise has been distant. But, in reality, are all the places equally distant from paradise? Are some places not closer? Maybe even enticingly close?

To explore these questions, the photographer Robert Rutöd went into the burlesque realm of trade fairs and exhibition areas. An almost ten-year expedition through materialized world of dreams is now visually retold in Fair{y} Tales.

„I feel just like Alice in Wonderland as I walk from the taster massage to a certified sleep consultant, from the undertakers' fashion show to the wine tasting, from the Garden of Earthly Delights to the Jacob's Ladders in the garden festival. In the turmoil between the horns of award-winning cattle champions, waiting their turn for the photo shoot of the breeding catalog, it can sometimes get a little queasy. But as the saying goes: They all lived happily until their deaths.”



Funeral Fair - Undertakers' fashion show



Agricultural Fair - Photo shooting of the breeding catalog



Agricultural Fair



Dental Fair





Beauty Fair - Synchronised hairdressing



House & Garden Fair





Caravan & Camping Fair



Interior Design Fair



Holiday & Travel Fair





Coin Fair



Art Fair





Kitchen & Bath Fair



Beauty Fair



Hunting Fair



Modelling Fair





Automobile Fair





Baby Fair

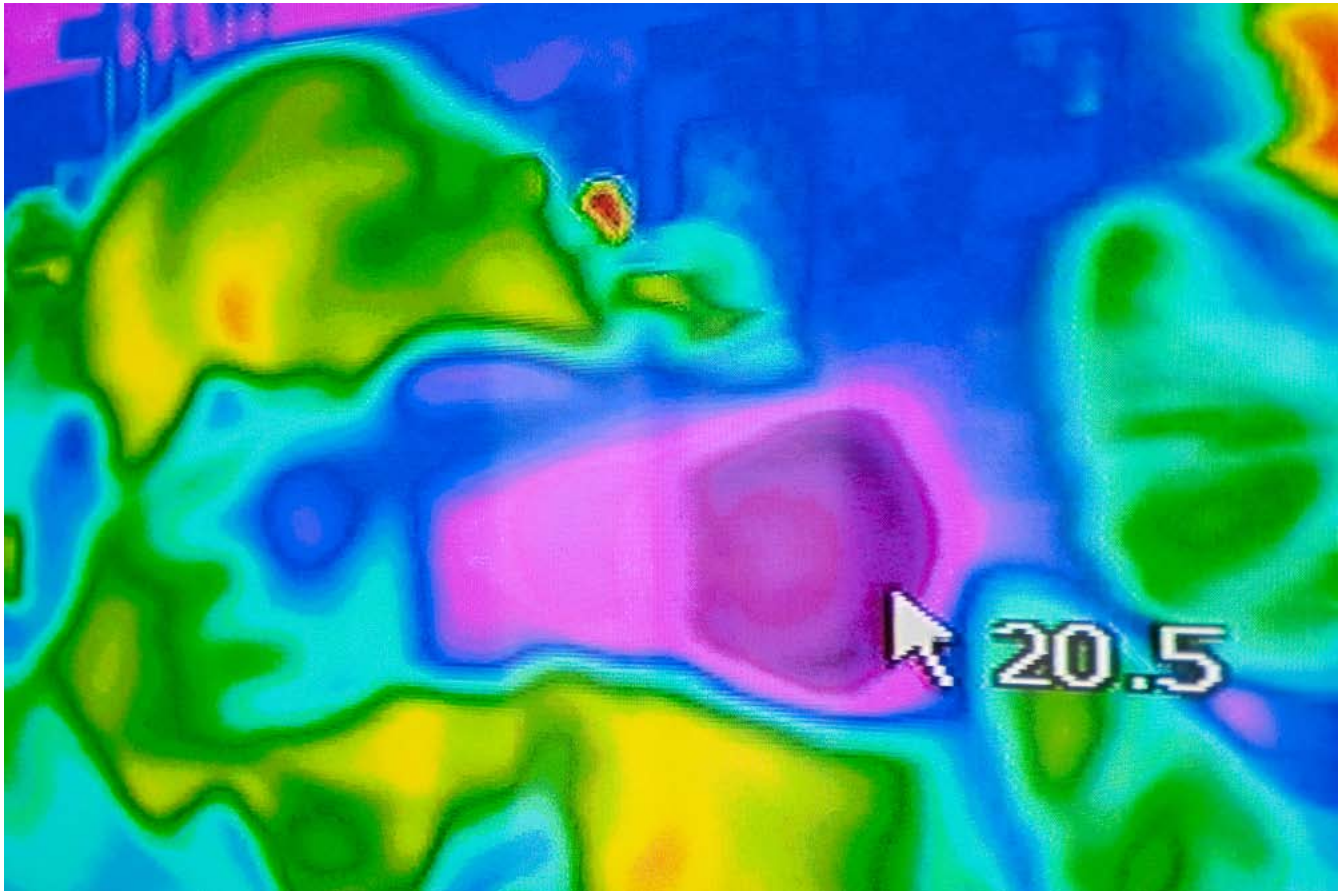


Anime & Cosplay Fair



Erotic Fair





Monitoring Fair - Self-portrait via thermographic camera

**Robert Rutöd**, born 1959 in Vienna, Austria. Early pursuit of painting; from 1978 on photography. Between 1979 and 1993, he wrote and directed short films. His work has been shown worldwide at numerous festivals and exhibitions and received several awards including the New York Photo Award, the Special Prize of the Czech Center of Photography, and recently Artist of the Year at Dong Gang International Photo Festival. Books: Less Is More (2009), Milky Way (2014) and Right Time Right Place (2015).

Selected exhibitions:

2017 Fotonoviembre – Festival Internacional de Fotografía (Tenerife, Spain) G  
2017 The Society of the Spectacle – Malmö Fotobiennal (Malmö, Sweden) G  
2017 Baltic Biennale of Photography (Kaliningrad, Russia) G  
2017 Facts and clarifications – Riga Photomonth (Riga, Latvia) G  
2016 Secvențe – Sequences Photography Festival (Ploiești, Romania) G  
2016 Parallel Vienna (Vienna, Austria) G  
2015 FotoWeekDC (Washington DC, USA) G  
2015 Dong Gang International Photo Festival (Seoul, South Korea) S  
2014 Celebrating Europe (Kaunas, Lithuania) G  
2014 From Memory and Oblivion (Guadalajara, Mexico) G  
2013 Miami Street Photography Festival (Trendy Studio, Miami, USA) G  
2013 Delhi Photo Festival (New Delhi, India) G  
2013 Copenhagen Photo Festival (Carlsberg Byen, Denmark) G  
2013 Smashbox Group Show (Los Angeles, USA) G  
2012 New York Photo Awards (powerHouse Arena, New York, USA) G  
2012 Right Time Right Place (Galeria Fotografii, Bielsko-Biała, Poland) S  
2012 An Eye for an Ear (Galerie Huit, Arles, France) G  
2012 Kolga Tbilisi Photo (Tbilisi, Georgia) G  
2011 BlowUp Angkor (Angkor Photo Festival, Siem Reap, Cambodia) G  
2011 NYPHA'11 Awards (Photographic Centre Peri, Turku, Finland) G  
2011 Foto8 Summershow (Host Gallery, London, UK) G  
2011 Provocation (NY Photo Festival, powerHouse Arena, New York, USA) G  
2010 Public Space (Austrian Museum of Architecture, Vienna, Austria) G  
2010 WoRK (NOPA Gallery, New Orleans, USA) G  
2010 Less Is More (Siebensterngalerie, Vienna, Austria) S

Website: [www.rutoed.com](http://www.rutoed.com)

Contact: [info@rutoed.com](mailto:info@rutoed.com)