

Cheryl Maeder

Bio

Through my non-traditional experimentation, I have developed an identifiable, idiosyncratic and dream-like approach to my work. I utilize my camera as a precision instrument to replace the traditional tools of an artist's studio, such as brushes and paint. I focus my camera on the otherworldliness between reality and the abstract. In my anonymous world, faces and bodies seem to melt into the subliminal.

While the core of my work is photography, my investigation into video and large-scale installations has expanded my visual world. By immersing myself into the world of new technologies and shifting between the mediums, new opportunities for rewarding and creative collaborations have occurred for large-scale installations.

I was born in Elmwood Park, New Jersey and in my early 20s moved to Zurich, Switzerland, where I studied photography at the Zurich University of the Arts. After eight years in Switzerland, I returned to United States and opened my photography studio in San Francisco, where I photographed international advertising and fashion campaigns. I transitioned from photographing fashion models to photographing real women. I wanted to celebrate the beauty of women in all shapes and sizes. My photography work became the inspiration for the global Dove Campaign on Real Women, Real Beauty which transformed the way women are perceived in the media. In 2005, I relocated my studio to the Miami area and deeply immersed myself into fine art photography and filmmaking.

- Permanent Museum Collection Frost Museum, Miami & Coral Springs Museum of Art
- Exhibition at The Louvre Museum, Paris
- Solo Exhibition Miami International Airport
- PBS, Filmmaker Project: featured Filmmaker, Funded by
- National Endowment of the Arts
- Selected by Art Miami/Art Southampton to represent Art Southampton 2015 Worldwide Media Campaign
- Public Art Installation Celestial Babies for City of West Palm Beach
- Auctioned at Sothebys New York
- Exhibited at major art fairs worldwide including Art Miami, Scope NY, Art Toronto, Art London and Art Shanghai
- Video Installation, Submerge, Canvas Outdoor Museum, Public Art Installation, City of West Palm Beach.
- Video Installation, Play, Best of Show, Palm Beach Cultural Council Biennial 2015, Juror Elisabeth Sobieski, Art Critic, Huffington Post.