

FOR IMMEDIATE RELEASE:

ALLOUCHE GALLERY ANNOUNCES HOGANCAMP'S WORLD, PHOTOGRAPHER MARK HOGANCAMP'S LARGEST SOLO GALLERY EXHIBITION
NEW YORK, MAY 16, 2015

Allouche Gallery is pleased to present Hogancamp's World, a photographic exhibition featuring over 40 works by acclaimed photographer Mark Hogancamp, featuring the self-built town of Marwencol, a 1/6 scale, WWII-era Belgian village in which he stages and photographs a complex narrative of wartime happenings and heroics. For the first time, over 40 of those photographs, many of them never seen before by the public, will be on view at Allouche Gallery, the artist's largest solo gallery exhibition to date. The show encompasses a wide range of work, dating from the early 2000s to the present day, and captures the photographer's vivid imagination.

The world of Marwencol was initially created by Hogancamp as a therapeutic tool to deal with significant memory loss, and other medical side effects, due to brain damage incurred as a result of a violent assault. Hogancamp photographed the village in obscurity for many years, moving away from reality towards the imaginary, gathering thousands of photographs, before the work was discovered.

Hogancamp and his miniature village are the subjects of the award-winning documentary film *Marwencol*, which is currently being adapted into a Hollywood film directed by Robert Zemeckis and starring Steve Carrell. His work has also been featured in *Espous Magazine* and the artist himself has been profiled in the *New York Times*.

Hogancamp's World opens at Allouche Gallery on May 16th.

NOTES TO EDITORS

HOGANCAMP'S WORLD
MAY 16-May 31
Allouche Gallery
115 Spring Street, New York
www.allouchegallery.com

About Mark Hogancamp

Mark Hogancamp is a photographer and storyteller, but prefers to think of himself as a film director. He's the creator of Marwencol, a 1/6 scale, WWII-era Belgian village in which he stages and photographs a complex narrative of Nazi intrigue, lesbian melodrama, and Sgt. Rock-style heroics. With his immense cast of dolls, Mark freely intermixes history and fantasy, allowing Kurt Russell to confront Goebbels, time-traveling witches to antagonize Hitler, and Mark himself to battle personal demons.

In 2000, Mark was the victim of an assault outside of a bar that left him with brain damage. Faced with significant memory loss, diminished hand-eye coordination, and crushing anxiety, Mark retreated from the real world into the imaginary one of Marwencol. Inclined to think of the project more as therapy than art, Mark worked for years in obscurity, accumulating thousands of photographs before his unique oeuvre was eventually discovered. A feature spread in [Esopus](#) magazine and an award-winning documentary ("[Marwencol](#)") earned Mark international attention and a significant fan base. He is represented by One Mile Gallery of Kingston, NY.

About Allouche Gallery

Established in 2014, Allouche Gallery is home to an international roster of some of the world's most recognized and culturally significant contemporary visual artists. Through its highly curated exhibition program, the gallery has garnered a reputation for highlighting artists – whose work directly challenges preconceived notions of contemporary visual culture – and affirming their place in 21st Century art. Home to a select group of both established and rising artists across a variety of disciplines, Allouche Gallery represents the work of Ron English, Swoon, Faile, Bast, Paul Insect, Nick Georgiou, Lori Earley, John John Jesse and Saber.

Founded by Director, Eric Allouche – a partner at Opera Gallery for 14 years – Allouche Gallery is one of New York's premiere commercial art galleries and the preeminent exhibitor of contemporary street art.