



Press notice

**Photography Exhibition: Dreams of Flying**

Jan von Holleben

14 July - 21 October 2007

Jan von Holleben's first solo London exhibition opens at the V&A Museum of Childhood on 14 July showcasing new work from his internationally renowned and award winning series 'Dreams of Flying'.

Crossing the desert on the back of a dog, or searching for lost treasures on the bottom of the ocean. Inspired by classic childhood books as well as modern superheroes von Holleben's photographs allow children to make their dreams come true. His focus on the visual representation of childhood, 'Child-History' and concepts of 'Playing', come from his teacher training course and he combines these theories with his personal experience and childhood memories.

Jan von Holleben spends his time between Berlin and London and his homeland in South East Germany where he produces the majority of his photography. Involving his local neighbourhood kids and their friends with his playful and adventurous ideas. 'Dreams of Flying' is his most acclaimed photographic project to date and was published as a special limited edition board-book.

Born 1977 in Cologne and brought up in the Southern German countryside, von Holleben lived most of his youth in an alternative commune environment. At the age of 13 he followed his father's photographic career by picking up a camera and experimenting with all sorts of 'magical' tricks, constantly developing his photographic skills with friends and family. Following a professional photographic apprenticeship with a commercial photographer and learning all about the technical side of the art, he moved to England aged 23 to study at Surrey

Institute of Art and Design in Farnham. After his graduation he became submerged within the London photographic scene where he quickly set up two photographic collectives, became involved as picture editor and photographic director for magazines and agencies and won several prestigious awards a year with his own photography. Jan von Holleben's work is now widely published in magazines and books and he has had solo exhibitions in New York, Berlin and Paris.

**Note to Editors:**

1. For further information and/or images, please contact Joanna Bolitho 020 8983 5219 [j.bolitho@vam.ac.uk](mailto:j.bolitho@vam.ac.uk) or Tracey Schueler 020 8983 5227 [t.schueler@vam.ac.uk](mailto:t.schueler@vam.ac.uk)
2. V&A Museum of Childhood, Cambridge Heath Road, London E2 9PA. Admission free. Nearest tube: Bethnal Green. Open daily: 10.00 - 17.45, last admission 17.30. 24 hour information: 020 8980 2415 Switchboard: 020 8983 5200 [www.museumofchildhood.org.uk](http://www.museumofchildhood.org.uk)
3. Private/Press view Friday 13 July 6.30-8.30pm
4. Further information [www.janvonholleben.com](http://www.janvonholleben.com)