

## Cheryl Maeder

### EN

I began my photography studies while living in Switzerland at the Kunstgewerbeschule in Zurich. I left Switzerland and returned to the United States, where, after much hard work and perseverance, I opened my photography studio in San Francisco. For the next 15 years, I worked as a national fine art and advertising photographer shooting campaigns for clients such as Sony, AT&T, Visa, Calvin Klein, Marriott Hotels among others. My work was the inspiration for the Dove Campaign on Real Women, Real Beauty, which was shown in the United States and throughout the world. In early 2000, I traveled through the coastal towns of the Costa Brava in Spain. Inspired by the play of color and light before me, I began experimenting, using my photography in an entirely new direction. This experimentation evolved into my current, ongoing project, the Dreamscapes Series. I have also transitioned to photographing the beauty of the human form, as inspired by the Impressionists. Being a visual artist for 25 years and always working to break through stereotypes, in 2011, I also began shooting motion.

### FR

J'ai commencé mes études en photographie lorsque je vivais en Suisse, à l'École des Beaux-Arts de Zurich. J'ai quitté la Suisse pour retourner en Amérique, où après acharnement et dur labeur, j'ai ouvert mon studio photographique à San Francisco. Durant les 15 années suivantes, j'ai travaillé comme photographe des Beaux-Arts et de publicité notamment pour Sony, AT&T, Visa, Calvin Klein, Marriott Hotels parmi tant d'autres. Mon travail a inspiré la campagne de Dove sur la "Femme Vraie - Beauté Vraie", qui fut montré aux États-Unis et dans le monde entier. Au début des années 2000, j'ai voyagé le long des villes côtières de la Costa Brava en Espagne. Inspirée par le jeu des couleurs et de la lumière, je commençais à expérimenter, utiliser la photographie vers une toute nouvelle direction. Cette expérience évolua vers ce que je fais aujourd'hui de façon continue, la Série des Paysages fantasmés. Je suis passée aussi à la photographie représentant la beauté de la forme humaine, inspirée des Impressionnistes. Étant une artiste du visuel depuis 25 ans j'ai toujours voulu casser les stéréotypes. Depuis 2011 je travaille sur la photo en motion.

## EXHIBITIONS

2015

Art Southampton Fair, NY

Art Wynwood, Miami, Fl.

The Gaia Effect, Women Artists in Support of Climate Changes curated by Sarah Belden Fine Art Advisory  
SW Florida Art & Design Show, Aldo Castilloy Gallery, Naples, Fl.

Art Stage Art Fair, Singapore

2014

Scope Art Fair, NY,  
Art Wynwood Art Fair, Miami, FL  
LACDA 2014 Top 40 Juried Group Exhibition, Jurors Joanna Szupinska-Myers, CA  
Museum of Photography & Ryan Linkof, LA County Museum of Art  
Armory Art Center, Fashion ARTillery, Solo Exhibition of Video Installations  
Art Palm Beach 2014, Palm Beach, FL  
Leonardo DiCaprio Foundation Benefit entitled The Hot 100 International  
Emerging Artists curated by Sarah Belden Fine Art Advisory  
Hamburg Kennedy special curated Photography Exhibition benefiting Foster Care featuring Diane Arbus,  
Sally Mann and Martin Parr  
Tapestry Gallery, Squint Showcase, Group Exhibition, London, England  
Orange Fine Art, Boca Raton, FL  
2013  
Scope Art Fair 2013 Miami, FL  
Palm Beach State College, Art Gallery at Eissey Campus, Group Exhibition,  
Video Installation, Exhibition "No Boundaries", Palm Beach, FL  
Florida Museum for Women Artists, Juried Competition, Deland, Florida  
Anne Loucks Gallery, Chicago, IL  
Art Southampton, NY  
Scope Art Fair, Basel, Switzerland  
Art Paris, France  
Curator's Voice Art Projects, Icons & Images Exhibition 2013, Miami, FL  
Curated by Dr. Milagros Bellow, Ph.D.  
Curator's Voice Art Projects, Modern-Postmodern Exhibition 2013, Miami, FL  
Curated by Dr. Milagros Bello, Ph.D.  
Scope New York 2013 Art Fair, New York, NY  
Art Wynwood 2013, Miami, FL  
Art Palm Beach 2013, Palm Beach, FL  
ArtHouse 429, Inaugural Exhibition, West Palm Beach, FL  
2012  
Scope Miami 2012 Art Fair, Miami, FL  
Overture Art Fair 2012, Miami, FL  
Sohotel Artspace Gallery, Group Exhibition entitled "New Horizon: Collective  
Exhibition," New York, NY  
On the Map Exhibition, Juried Competition, Video Installation, Armory Art  
Center, West Palm Beach, FL, curated by Roger Ward, Bass Museum, Miami, FL  
Hamptons Designer Showcase presented by Traditional Home Magazine,  
Katie Leede Interior Designer, Hamptons, New York  
Boca Raton Museum of Art, 61st Annual All Florida Juried Exhibition curated by  
Valerie Cassel Oliver, senior curator at the Contemporary Arts Museum, Houston  
(S)ML Exhibit, US & Asia Tour, curated by Inez Suen, Director of International  
Chinese Fine Arts Council  
Whitespace, The Mordes Collection, Outside the Box, Video Installation, West Palm Beach, FL  
Palm Beach Art & Antique Fair, Galerie Mark Hachem/Paris, Palm Beach, FL  
Galerie Mark Hachem, Work on Exhibit, Paris, France & Beirut, Lebanon  
2011  
Art London 2011, London, England  
Art Greenwich, 2011, Greenwich, CT

# mark hachem

New York | Paris | Beirut

Galerie Mark Hachem, Beirut, Lebanon, Group Show titled "Retro-Active"  
LMNT Gallery, Exhibition entitled "What Appears To Be", Miami, Fl. Curated by Daniella Sforza  
Gallery, "Inward & Outward" Exhibition, West Palm Beach Fl.  
Miami International Airport, VIP Lounge  
Art Chicago 2011, Chicago, Illinois  
Columbus Museum, Exhibition Juried by Steven High, Director of  
TelFair Museum, Savannah  
The Whitney, Color & Light Exhibition, curated by Bruce Helander,  
West Palm Beach, FL  
Art Palm Beach, West Palm Beach, FL  
Housing Works, Design on a Dime Designer Showcase with Nate Berkus, NY 2011  
2010  
Sotheby's Private Auction for CCBF, New York, NY  
Galerie Mark Hachem, Solo Exhibition, Paris, France  
Art Miami 2010, Miami, FL  
Miami International Art Fair, Miami, FL  
Contemporary Istanbul Art Fair, Istanbul, Turkey  
Armory Art Center, New Art, juried by Gallery Director Fredric Snitzer, Miami, FL  
Palm Beach International Airport, Palm Beach, Fl.  
Shanghai Art Fair, China, Curator's Voice Art Projects, Milagros Bello, Curator  
The Deceptive Eye 2010, Curator's Voice Projects, Miami, Milagros Bello, Curator  
Art Hamptons International Art Fair, Bridgehampton, NY  
Nathan D Rosen Museum, Boca Raton, FL  
Art Palm Beach, West Palm Beach, FL  
Scripps Research Institute Installation, Florida  
2009  
Chelsea-Galleria-Wynwood by Oxenberg Fine Art, Miami, FL  
Armory Art Center, juried by Bernice Steinbaum Gallery  
Art Hamptons Art Fair, Bridgehampton, NY  
Elaine Baker Gallery, Boca Raton, Florida  
Norton Museum of Art, West Palm Beach, Private Auction  
Palm Beach 3 Contemporary Art Fair, Florida  
Art DC Art Fair, Washington D.C.  
2008  
Palm Beach International Airport, Palm Beach, Fl.  
Art London, England, UK  
Red Dot Art Fair, Miami, Florida  
Toronto International Art Fair, Canada  
Galerie Mark Hachem, Group Exhibition, New York, NY  
Seth Jason Beitter Gallery, Group Exhibition, Miami, FL  
Armory Art Center, The Edge Exhibit, juried by Bonnie Clearwater,  
Director of Museum of Contemporary Art, Miami  
Bakehouse Art Complex, Group Exhibition, Miami, Florida  
2007  
Palm Beach International Airport, presented by Palm Beach County for the Arts  
Cooper Union, Group Exhibition, New York, New York  
2003 San Francisco Art Commission, City Hall, San Francisco, CA  
2000

# mark hachem

New York | Paris | Beirut

Spanish Embassy, Solo Exhibition, Washington DC

San Francisco Academy of Fine Art, Group Exhibition, San Francisco, CA

1996 Stephen Wirtz Gallery, Group Exhibition, San Francisco, CA