

ASPEN SKIING COMPANY INTRODUCES NEW ART BOOK THE ASPEN SERIES

*The Aspen Series Highlights the Commission and Exhibition
of Artist Walter Niedermayr's Aspen/Snowmass Serial Works*

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ASPEN, COLORADO — Aspen Skiing Company (ASC), in conjunction with Jim and Paula Crown, announce the release of the book The Aspen Series by Walter Niedermayr. This book vividly explores the commissioned project and exhibition of Niedermayr's 42 photographic compositions developed in specific locales across the four mountains that make up Aspen/Snowmass. In addition, the series includes a video entitled "Downhill 2009" as well as digital murals and banners created by the artist specifically for the project.

The Aspen Series was commissioned in 2009 by Paula and Jim Crown, partners of Aspen Skiing Company and passionate art collectors, with the aim of providing a contemporary vision for the Company. Niedermayr's unique visual language embodies the Aspen experience and through this collaboration resorts guests are able to engage with his works on ski passes, installations in hotels and restaurants and other unexpected places.

The permanent exhibition sites include the restaurant at the Sundeck atop Aspen Mountain, the Aspen Mountain Ticket Office, the Snowmass Gondola Ticket Office, The Treehouse Kids' Adventure Center at Snowmass Base Village, the Buttermilk Ticket Office, The Cliffhouse restaurant atop Buttermilk, Bumps restaurant at the base of Buttermilk, Merry Go Round restaurant mid mountain Aspen Highlands and the lobbies of The Limelight Hotel and The Little Nell Hotel in Aspen.

The Aspen Skiing Company and the Crown Family are mission-driven to provide the best skiing and snowboarding experience for their guests. Since its founding in 1947, ASC has been committed to the renewal of mind, body and spirit, and the appreciation of our place in the natural world. *The Aspen Series* continues this tradition, and establishes Aspen/Snowmass as a unique cultural and recreational destination. Combining nature and tourism in alpine landscapes from a new and exciting perspective, this innovative slopeside exhibition is another one of the many reasons to visit Aspen/Snowmass.

The 124-page hardcover book, featuring high-quality printed photographic reproductions is co-published by Hatje Cantz Verlag (www.hatjecantz.de) and Paula and Jim Crown. The book includes a conversational exchange between Walter Niedermayr and Paula Crown; an introduction by curator Chris Byrne; and an essay by researcher and professor in Aesthetics Catherine Grout. The book retails for \$60.00 and will be distributed in the United States by D.A.P.

THE ARTIST

Walter Niedermayr has worked in alpine regions around the world since the late 1980s, using his camera to explore the issues surrounding the presence and interference of people in

sensitive landscapes. *The Aspen Series* depicts the winter landscape of the iconic ski resort in Aspen/Snowmass in the Rocky Mountains, on which a highly ambitious kind of tourism has taken a heavy toll. These are the first works produced in the U.S. by the internationally acclaimed photographer.

In his cycle of photographs, Niedermayr remains a precise, neutral observer of the winter sports phenomenon, investigating the way the landscape has been transformed by the social utilization of mountains. Dating back to the American tradition of New Objectivity, Niedermayr's view compels to view the purely visual evidence of the interaction between man and nature presenting an updated take on a sublime landscape that now features ski lifts, gondolas and snow scored by the paths of skiers and brightly colored clothing.

Since 1985 Walter Niedermayr has been developing projects where he investigated the space as a reality occupied and shaped by man, questioning the ephemeral realms between representation and imagination. This body of work consists of the series of works *Alpine Landschaften* (Alpine Landscapes) started 1987, *Raumfolgen* (Space Con / Sequences) started 1991, *Rohbauten* (Shell Constructions) started 1997, *Artefakte* (Artifacts) started 1992, *Bildraum* (Image-Space) since 2001. The last one focuses on architecture in a way that uncovers space and ambience. In the time span 2005-2008 took place the series *Iran*, while 2009/2010 he has been working on *Aspen Series*. Since 2011 Walter Niedermayr teaches fine art photography at the Faculty of Design and Art, Free University of Bolzano/Bozen.

Aspen Skiing Company operates the four mountains in the Aspen/Snowmass area - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk - as well as the award-winning Ski & Snowboard Schools of Aspen/Snowmass. The area offers unparalleled nightlife and off-slope activities as well. Aspen/Snowmass is accessible by two of the most convenient airports in the mountains – Aspen/Pitkin County Airport (ASE) (3 miles from Aspen) and Eagle County Airport (EGE) (70 miles from Aspen). For more information on Aspen Skiing Company, please call 800-525-6200 or 970-925-1220, or visit the company's website at www.aspensnowmass.com.

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