

JIMMY NELSON

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Art Exhibition “Homage to Humanity” by Jimmy Nelson launched at Patricia Low Contemporary in Gstaad

Gstaad, Switzerland, February 1st, 2020 – With the festive opening of the exhibition at Gstaad-based contemporary art gallery Patricia Low, the breathtaking exhibition ‘Homage to Humanity’ is launched by artist Jimmy Nelson. The immersive experience consists of hand-framed images and encompasses an extensive and colourful selection of portraits of indigenous peoples who are threatened with extinction. Jimmy Nelson invites you on an extraordinary journey to the most beautiful and isolated places on earth.



The Dutch photographer is internationally known for his iconic books 'Before They Pass Away' (2013) and 'Homage to Humanity' (2018). For over 30 years, Jimmy Nelson has been travelling the world in order to reach the most remote places of our planet. Here, he has photographed unique human beings from iconic cultures in their pure beauty and traditional appearances.

The message Nelson communicates is that we must embrace the knowledge of those who live in the most marvelous and untamed places on Earth and ensure that their cultures survive. “We must both photograph them before they’re gone, and fight to prevent this from happening. Every culture possesses an exceptional story in its capacity to symbiotically live together with wildlife and nature, and they will soon disappear if we don’t make a united effort” says Nelson.

Although Jimmy Nelson travels across the entire globe, all his images have something in common. Nelson's art tells a story of indigenous pride. He wants to show the glory of mankind, and so intensifies this in his images. Nelson believes that the beautification of indigenous cultures is an important message for greater humanity. His personal artistic oeuvre is a way of re-igniting the fire of indigenous pride and empowering future generations to illuminate their cultural heritage in our ever-evolving world.



Next, to the iconic photography, this exhibition is accompanied by the 2019 WEBBY Award-winning mobile application that makes it possible to scan every photograph of the exhibition with a smartphone that brings the images to life. Visitors have the opportunity to be taken to a hidden treasure trove of background stories, interviews, film footage and a thrilling 360 experience.

“You will be among the Kazakh eagle hunters whose horses are running across snowy lands; you will partake on an astonishing ritual dance while taking in a colorful festivity and you will feel the wind twirling around you while standing on a mountain peak gazing over a canyon. You will be exposed to the richness of the indigenous world and you will never forget.”

— Jimmy Nelson, Artist



Patricia Low Contemporary

01.02.2020 - 29.02.2020

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Opening Hours

Tuesday to Thursday 1pm-6:30pm

Friday and Saturday 10am-7:30pm

Sunday 3pm-6:30pm & by appointment

ABOUT JIMMY NELSON

Jimmy Nelson is a Dutch- British photographer who began his photographic journey in 1987. He has spent over 30 years traveling the world to visit and photograph some of the last indigenous communities. His work has subsequently been used to garner support and help restore a sense of pride around the indigenous way of life. What started as a naive engagement with the peoples he met during work assignments, has over a period of three decades turned into a personal project. The book 'Before they pass away' is a homage to the cultures he will probably never fully understand, but who will never stop luring him to visit. The book's success and the responses to it have enabled and encouraged Jimmy to continue this journey.

In October 2018, Nelson published the first interactive book 'Homage to Humanity', for which he visited another unique 34 indigenous cultures around the globe. The book is accompanied by the Webby Award-winning 'Companion App' that makes it possible to scan every image in the book and brings it to life with exclusive films, interviews, and 360° film material. This allows people from all generations to experience the making and context of the image and opens the doors to step into another world where wealth has a different meaning.

Jimmy strongly believes that if you change the way you look at people, the people you look at change. And if that change is powerful enough, it will gather momentum to affect the whole of humanity. A message that today he is promoting through talks at international conferences and museum exhibitions. With the proceedings of his art projects, the [Jimmy Nelson Foundation](#) was set up to take it a step further in supporting the communities on the ground.

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