

Danish Photographer and Filmmaker Gregers Heering, based in Los Angeles, was the Top Seller at Gallery for the People's Opening Night at Soho House March 6th.

Photographer and filmmaker Gregers Heering, born in Denmark, graduated from AFI and based in Los Angeles the last decade, was the top seller at Gallery for the People's opening night at Soho House, LA's most exclusive private members club, March the 6th. His striking Greenland series featuring the breathtaking ice and snow-covered arctic scenery and living areas - bright colored, tiny wooden cottages sticking out from the snow - opens a new angle to everyday life in an intriguing environment, full of mystery and beauty, where only the toughest and most devoted people live. The successful show was put on by Gallery for the People's curators Eva Maria Daniels and Ally Canosa.

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Los Angeles, CA (PRWEB) March 11, 2012



Danish born Gregers Heering has built a career of using his camera to bring his disparate disciplines (screenwriting, film directing and fine art photography) to an organic point of convergence. Each time he begins an artistic process he turns to his camera for inspiration, allowing it to capture the frequency of each fleeting moment.

His striking Greenland series that feature breathtaking ice and snow-covered arctic scenery as living areas -- boats, machinery and cottages in distinct colors that stick out from the snow, provides a new angle of everyday life on the world's biggest island where only the toughest and most devoted people live.

Heering's lens is not aimed at the white wild bear or the ice mountains often exhibited when the world's largest island is portrayed. Rather, these photographs focus on the real life stories from life on Greenland as it is today; a baby carriage in the empty snow track, the colorful piles of trash sticking out of the white landscape, the fishing boats stuck in the hard iced harbor and the dogs, apartments, playgrounds, all awkward and beautiful, set in this big and empty landscape. In each photo, a story is about to begin and the 400 guests, celebs, media and film professionals, friends and colleagues were overwhelmed by the astonishing colors and energies from the arctics. In a few hours Gregers Heering's exhibition was nearly sold out...

Check out Gallery for the People (<http://www.galleryforthepeople.com>) which features the pictures or look out the window next time you catch a flight towards Europe as it passes over the white mysterious island. Right down there, about 57,000 people live and breathe in one of the roughest and most beautiful cultures on the planet.

Attendees included: Ashton Kutcher (actor/producer/writer), Melanie Griffith (actress), Dakota Johnson (actress), Mikael Salomon (director/cinematographer), James Karen (actor), Danny Masterson (actor), Alexandra Breckenridge (actress) and Bijou Phillips (actress).

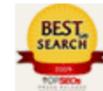
Photos from the event: <http://tinyurl.com/8x7936h>



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