

## FoodVictims. A remarkable photo series addresses eating disorders

MAY 18 – MAY 20, 2006 | GOETZ COLLECTION

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### Exhibition at the Goetz Collection in collaboration with *Max* magazine

With the photo series *FoodVictims* by internationally renowned New York portrait photographer Martin Schoeller, Munich-based creative directors Gabriela Unseld and Daniela Kühne succeeded impressively in drawing nationwide attention to the taboo subject of eating disorders, providing a link for victims and their families to the Munich advice centre ANAD e. V.

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Published in part in *Max* magazine on 27 April 2006, the series consists of 20 close-ups showing the faces and body details of victims and former victims – anorexic, bulimic and binge-eating women and men, accompanied by Schoeller's portraits of actors Wayne Carpendale and Nina Kronjäger, who actively support ANAD e. V. as patrons of the organisation.

Daniela Kühne, who herself suffered from an eating disorder for 18 years and has actively campaigned against the illness for five years, enthused: „Of course, it was great to have Martin Schoeller on board right from the start and it was most impressive how sensitively he dealt with these courageous victims on set“. This was the second charity project that the two had launched as volunteers for ANAD e. V. „In our last campaign, *Schöne schlanke Welt?*, five years ago, we showed just how much can be achieved without a budget,“ said Gabriela Unseld. „Above all, we want to set things in motion and make a clear public statement. And, of course, at the same time, with our professional approach, we also hope to win sponsors for further projects of this kind. With *Max* magazine we found the right media partner, and with Ingvild and Stephan Goetz in Munich we found the right partners for the launch and sales exhibition. 100 per cent of proceeds from the sale go to ANAD and will help to fund further projects aimed at tackling eating disorders in children and young people.“ The charity drive launched in autumn 2005 by Daniela Kühne, Gabriela Unseld and Dipl.-Psych. Andreas Schnebel, therapeutic director of ANAD e. V., is unique in Europe as a platform for the prevention of eating disorders, which affect more than six million people in Germany alone; one in three women and one in twelve young men already suffer from early symptoms of anorexia or bulimia, which can be fatal. The aim of the project is to address the taboo subject of eating disorders in a positive and preventive way and to help children and young people to enjoy their food from an early age.