



AWK w ARD

A PHOTOGRAPHIC PROJECT
BY PHOGMOGRAPHY

96 PICTURES
I BOOK

48 LOCATIONS IN HASSELT
AT LEAST 1 EXHIBITION

THE PROJECT

AWKWARD IS AN ARTISTIC PHOTO PROJECT AND EXHIBITION, FEATURING 96 IMAGES MADE IN HASSELT. EACH OF THE 48 STAGED SCENES IS PAIRED WITH A PORTRAIT OF THE MAIN CHARACTER, EXPLORING THE THEME OF LONELINESS IN A CROWD—THAT FAMILIAR URGE TO JUST GO HOME.

INSPIRED BY GREGORY CREWDSON, HELMUT NEWTON, ERWIN OLAF, AND ALEC DAWSON, THE SERIES DELVES INTO SOCIAL ALIENATION AND HOW WE POSITION OURSELVES IN A WORLD THAT OFTEN FEELS MISALIGNED WITH WHO WE ARE.

THE CINEMATIC IMAGES CONTRAST SURREAL SOCIAL SITUATIONS WITH INTIMATE PORTRAITS, REVEALING THE EMOTIONAL GAP BETWEEN INNER EXPERIENCE AND OUTWARD APPEARANCE.

AWKWARD INVITES THE VIEWER TO REFLECT ON DISCOMFORT, DISTANCE, AND CONNECTION. THOSE WHO SEE THEMSELVES IN THESE IMAGES ARE NOT ALONE.

THE PHOTOGRAPHER

MIEL NOELANDERS IS A HASSELT-BASED PHOTOGRAPHER FROM BELGIUM.

AFTER STUDYING PHOTOGRAPHY AT ART SCHOOL, MIEL SPENT OVER TWO DECADES EXPLORING THE MEDIUM THROUGH DIVERSE PERSONAL AND COMMISSIONED PROJECTS. OVER THE YEARS, THEY GRADUALLY BUILT A COLLECTION OF HIGH-END EQUIPMENT, HONING BOTH TECHNICAL SKILL AND ARTISTIC VISION.

NOW, WITH A DEEP RESERVOIR OF EXPERIENCE AND A CLEAR CREATIVE VOICE, MIEL IS TAKING A BOLD STEP FORWARD. THEIR LATEST WORK — A LARGE-SCALE, CONCEPTUAL PHOTOGRAPHY PROJECT — MARKS A TURNING POINT: AN AMBITIOUS ATTEMPT TO LEAVE A LASTING MARK. THE PROJECT WILL CULMINATE IN A FINE ART BOOK AND A PUBLIC EXHIBITION, SHOWCASING A BODY OF WORK THAT IS BOTH INTIMATE AND VISUALLY STRIKING.

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