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Photography Exhibition at Panorama Mesdag: Beach, Sea, and *Comfort Zone*

From 21 May to 22 October 2017 Panorama Mesdag presents the exhibition *Comfort Zone*: a series of photographs capturing the beauty of imperfection. Seaside visitors caught on camera unawares as they sleep are unrecognisable in these close-ups, shown in all their vulnerability.

The Lithuanian artist Tadao Cern (b. 1983) calls this series *Comfort Zone* because while none of those portrayed correspond to conventional criteria of ideal beauty, they expose themselves – quite literally – while lying on the beach, frequently clad in the skimpiest of bathing wear. They are entirely within their own comfort zone.

‘A photograph series that makes you cheerful’

Comfort Zone

Cern sets out with humour, tenderness and curiosity to display our beauty as human beings. He hopes that his work might encourage people to display a similar lack of concern about real or imagined flaws in their appearance in places other than on the beach. The subjects are unrecognisable, since they have all placed a towel or newspaper over their faces as protection from the fierce rays of the sun. In consequence, we are perfectly free to gaze at the details without embarrassment. In fact we can feel just as ‘comfortable’ as the people in the photos. On the beach everyone can be him- or herself.

Contrasts with Panorama Mesdag

The photographs present an interesting contrast with the panorama. Mesdag painted the expanse of the seashore landscape, steadfastly ignoring the fact that Scheveningen was undergoing a transformation from fishing village to seaside resort. Could he have imagined that lying on the beach would one day be a popular form of recreation, in which people are free to be themselves, wearing nothing more than a little strip of material?

The result is a series of photographs that makes us cheerful while also showing us that we should worry less about what other people may think of our bodies.

Besides displaying the large circular painting *Panorama Mesdag* and its permanent collection of paintings, the museum mounts numerous temporary exhibitions, on themes ranging from 19th-century art to the latest developments in virtual reality.

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Editorial note

For more information about this exhibition, please contact Caroline Rijks, tel. +31 (0)70 310 6665 or mob. +31 (0)6 4125 3816, or by e-mail to media@panorama-mesdag.nl. You can find pictorial material on our [website](#), which you are free to download and use.