

OLE TRUDERUNG
NEVER LAND — HOW TO WORK
WITH AN ARTIST'S ESTATE?
WITH A REPORT ON THE
FOUNDING OF THE SASCHA
WEIDNER ESTATE

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PUBLISHER'S NOTE — *NEVER LAND* GIVES AN INSIGHT INTO HOW THE ESTATE OF ARTIST AND PHOTOGRAPHER SASCHA WEIDNER WAS FOUNDED AND WHAT IT MEANT TO START WORKING WITHIN THE ART WORLD WITHOUT COMPREHENSIVE PRIOR EXPERIENCES. IN 25 SHORT CHAPTERS, THE BOOK GIVES DIRECTIONS FOR NEW INHERITORS ON WHAT NOT TO FORGET IN THE FIRST YEARS OF THE ESTATE WORK.

THE AUTHOR

TOGETHER WITH CLOSE FRIENDS OF SASCHA WEIDNER, OLE TRUDERUNG, NOWADAYS PURSUING A SCIENTIFIC CAREER, WAS ASKED BY THE FAMILY OF THE ARTIST TO SET UP AND DEVELOP A STRATEGY FOR THE ESTATE OF SASCHA WEIDNER. WITH AN EDUCATIONAL BACKGROUND IN VISUAL COMMUNICATION FROM THE UNIVERSITY OF THE ARTS BERLIN, THE ART WORLD WAS NO NEW TERRITORY, YET THE WORK ON THE ESTATE BROUGHT NEW CHALLENGES WITH IT.

THE ARTIST

SASCHA WEIDNER (1974—2015) WAS A GERMAN PHOTOGRAPHER AND ARTIST, WHO LIVED AND WORKED BETWEEN BELM AND BERLIN. SASCHA WEIDNER'S WORK DEALS WITH THE CREATION OF A RADICAL SUBJECTIVE PICTORIAL WORLD. HIS PHOTOGRAPHS ARE CHARACTERIZED BY PERCEPTIONS, ASPIRATIONS AND ILLUMINATE THE WORLD OF THE SUBCONSCIOUS. HIS WORK HAS BEEN EXHIBITED AND PUBLISHED NATIONALLY AND INTERNATIONALLY.