

## **The Russians Emerge**

Heidi Hollinger | Jonathan Sanders

A photographic tour-de-force and  
a brilliant portrayal of Russians in the post-Soviet era—  
from ordinary people to politicians and rock stars

**Foreword by Mikhail Gorbachev**

“Heidi Hollinger is the best-known Canadian in Russia.”  
*Rodney Irwin, Canadian Ambassador to Russia*

In this elegantly presented new book, acclaimed Canadian photojournalist Heidi Hollinger has captured the spirit of the Russian people as they adjust to their new freedoms. Her sympathetic, evocative portraits reveal how some "emerging" Russians relish their new opportunities while others, rooted in the past, struggle to survive in their changing world. She shows many of the people who were the (few) big “winners” and many of the “losers” in the most astonishing social and political revolution of the second half of the twentieth century.

This wide-ranging collection, photographed from 1991 to 2001, includes images of workers, entertainers, artists, military officers, religious leaders, politicians, a cosmonaut, a Chechen warlord, Stalin's great-grandson, and Lenin's niece, among others. Most of the portraits are accompanied by detailed captions, providing context and perspective about the individual's lives and aspirations, often in his or her own words as recorded during Hollinger's studio sessions.

For nearly a decade, Hollinger has lived in Russia, at first as a visitor and gradually as an insider, gaining access to such high-profile politicians as Mikhail Gorbachev and Vladimir Putin, as well as other top-echelon personalities. At the same time she explored Moscow's lower depths: on foot and on rollerblades, she invited typical Russians—street cleaners, miners, a plumber, and a baker, for example—to her studio to pose for a portrait. Her "working folk" images are in the tradition of pre-Revolutionary masters, who also wandered through the streets in search of representative faces to photograph.

Hollinger's access to many formerly remote (and some notorious) public figures, as well as her more controversial photographs—of Chechen warlord Shamil Basayev and of extreme right-wing political leader Vladimir Zhirinovskiy posing provocatively in his underwear, for example—have made her a Russian media darling. Her professional exploits and even her personal life are followed by the national media, making her, in the words of the Canadian Ambassador to Russia, Rodney Irwin, “the best-known Canadian in Russia.”

*The Russians Emerge* features a fascinating, illustrated text by Russia authority Jonathan Sanders, who lived in Russia during much of this period and earlier. He writes: "After a decade of dizzying, sometimes dismaying radical change, a new Russia is emerging." Sanders explains how Russian society has been traumatized by reforms that benefit some and cause many more to struggle to survive and offers insights about how the Russians are coping with the new post-Soviet order.

Sanders also provides a knowledgeable history of Russian photography from its beginnings in 1839 to its rebirth in the 1990s when Heidi Hollinger arrived in Moscow. He observes that her timing was exquisite, for just when she moved east to discover Russia, the country was rediscovering itself, photographically, and in so many other ways.

*The Russians Emerge* is an invaluable book for collectors of great photography and a must-have for those interested in contemporary history.

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**Heidi Hollinger**, who was born in Montreal and lives in Moscow and Montreal, contributes her work to leading publications, including *Newsweek*, *Time*, *Esquire*, and *The New York Times*. From 1994 to 1995, she worked as the first non-Russian photo editor at *Pravda*. She is widely credited as having revolutionized political photography in Russia during the 90s, largely through creating “non-iconic” portraits of leading politicians and their families. Her photographic books have been published in Canada, The United States, and Russia. Over the last decade she had more than thirty one-woman shows across the world, from Omsk, Siberia to Los Angeles.

**Jonathan Sanders** is a veteran CBS News Moscow correspondent and a leading expert on Russian film-, video-, and photography-based visual culture. He served as Ferris Professor of Journalism at Princeton University and taught courses in Soviet and Russian history and television at Columbia University. The former assistant director of the Russian (now Harriman) Institute, Dr. Sanders is currently the Director of the Project on the Russian Future. He is the author of Abbeville's critically acclaimed book, *Russia 1917: The Unpublished Revolution*. He is now working on a book with Vladimir Putin.

### **The Russians Emerge**

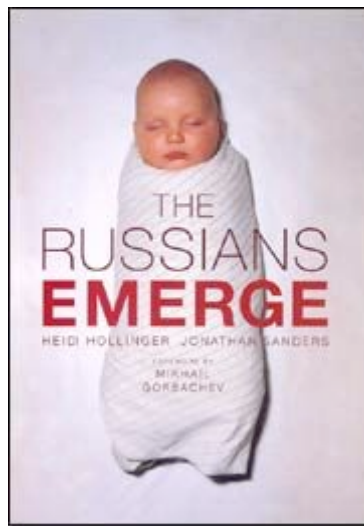
Abbeville Press

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175 photographs, 140 in full color.

US\$50 / CAN\$75

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### **Heidi Hollinger: “The best-known Canadian in Russia”**

Heidi Hollinger is widely credited with having revolutionized political photography in Russia during the 90s, largely through creating “non-iconic” portraits of leading politicians and their families. Her access to many formerly remote (and some notorious) public figures, as well as her more controversial photographs—of Chechen warlord Shamil Basayev and of extreme right-wing political leader Vladimir Zhirinovskiy posing provocatively in his underwear, for example—have made her a Russian media darling. Her professional exploits and even her personal life are followed by the national media, making her, in the words of the Canadian Ambassador to Russia, Rodney Irwin, “the best-known Canadian in Russia.”

Heidi was born in Montreal and lives in Moscow and Montreal. In 1990, she graduated from McGill University with a Bachelor’s Degree in Modern Languages. She speaks English, French, Russian and Spanish.

In 1991 Heidi moved to Moscow to teach English at Moscow State University. In 1992 she returned there as a graduate student in Political Science. In 1994 she began work as the first non-Russian photo editor at the leading national daily newspaper Pravda. In the same year, her first photography exhibit opened at the Moscow Photo Center, enjoying enormous success. “Faces of the Opposition” featured stylistically unprecedented photographs of Russia’s political elite, and was later shown in cities across Russia, as well as in Montreal and Los Angeles.

An intense period of travel, exhibitions, and high-profile work followed on these events. Triumphs included portrait sessions with world leaders, including Vladimir Putin, Mikhail Gorbachev, Jean Chrétien, Fidel Castro, and the Dalai Lama.

In 1995, the Canadian Broadcasting Corporation (CBC) produced a 45-minute documentary film entitled “Heidi: Une Montréalaise à Moscou,” the story of a Montreal photographer who documents revolutionary moments in Russian politics. This documentary was aired around the world in countries including Canada, the U.K., Japan, Norway and Australia. That same year Heidi opened up a portrait studio in Moscow and was commissioned by Russian political leaders to photograph their election campaigns. In 1996, Russian State television (RTR) named her “photographer of the year,” and Montreal’s major daily newspaper La Presse named her a “personality of the week.”

In 1998 she won 1st and 3rd prize for best photographs in the category “people” in the all-Russian photo contest “Interfoto.” In 2001, a major retrospective of her work, entitled “10 years in Moscow,” was exhibited at the Canadian Parliament and the Russian Embassy in Ottawa. Between 1999 and 2002 she published five books in Canada, The United States, and Russia. She continues to contribute her work to leading publications, including Newsweek, Time, Esquire, The New York Times, Harper’s Bazaar, The Toronto Star, Clin D’Oeil, La Presse, Stern, Pravda, Ogonyok, and Itogi.

Heidi’s latest book was launched with an exhibition of her photos at the Russian Consulate in New York in 2002. *The Russians Emerge* (Abbeville Press, New York) documents a great culture in thrilling social and political transformation, and features text by Russia expert Jonathan Sanders and a foreword by Mikhail Gorbachev.

### **Exhibitions (highlights)**

Over the past decade Heidi has had more than thirty one-woman shows across the world, from Omsk, Siberia to Los Angeles. They include:

- Faces of the Opposition. Moscow Photo Center (1994)
- Building Moscow. Moscow City Hall (1995)
- Faces of the Opposition. Bergamot Station Galleries, Los Angeles (1995)
- Politicians from A to Z. The State Duma, Moscow (1996)
- New Genre: The Russian Political Portrait. Manezh Gallery, Moscow (1996)
- Contemporary Artists. Metropole, Moscow (1996)
- Politicians. Almaty (1998); Saratov (1999)
- Peculiarities of National Politicians. Manezh Central Exhibition Hall, Moscow (1999); The State Duma, Moscow (2000)
- Russians. Tretyakov Gallery, Moscow; Canadian Embassy, Moscow; Mike Bossy Gallery, Montreal (2000)
- 100 years of Moscow (as part of group show). Montreal City Hall (2000)
- 10 years in Moscow. Canadian Parliament and Russian Embassy, Ottawa (2001)
- The Russians Emerge. Russian Consulate, New York (2002)

Heidi’s photos are in the permanent collections of the Moscow History Museum and the Moscow House of Photography.

### **Media coverage (highlights)**

- Maclean’s (17 February 2003)
- ICI (Cover story - 23 January 2003)
- La Presse (12 December 2002; 6 and 28 January 1996)
- The National Post (9 December 2002)
- The Montreal Gazette (10 November 2002; 26 February 2001; 4 May 2000)
- The Ottawa Citizen (16 March 2001)
- McGill News (Spring 2001)
- Harper’s Bazaar (November 2000)
- Ottawa Sun (12 February 2000)
- Le Devoir (25 November 1999)
- Elle Quebec (February 1997)
- The Globe and Mail (25 June 1994)

- The Toronto Star (28 June 1994)
- Dozens of appearances on Canadian and U.S. radio and television, including CBC, TVA, Global, CKAC, CJAD, Musique Plus, PBS and NPR.
- Dozens of articles and appearances in the Russian media, including Ogonyok, Itogi, Russian Vogue, Harper's Bazaar, Cosmopolitan and Elle, Pravda, Moskovsky, Komsomolets (MK), Kommersant, Moscow Times, Moscow Tribune, The Russia Journal, ORT, NTV, Ren TV and TV6.

### **Selected speaking engagements**

- Rotary Club of Montreal (1995)
- Canadian Business Association of Russia (2000)
- Finnish Chamber of Commerce (2001)
- University of Sherbrooke (2001)
- Queen's University (2001)
- McGill University (2002)
- Point: National Student Media Conference, Canadian University Press, Montreal, (2003)

### **Books**

- Heidi Chez Les Soviets (Les Intouchables, Montreal, 1999)
  - Peculiarities of Russian Politicians (Vagrius, Moscow, 1999)
  - Les Russes (Les Éditions Stanké, Montreal, 2000)
  - Russians (Vagrius, Moscow, 2000)
  - The Russians Emerge (Abbeville Press, New York, 2002)
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