

# Tadao Cern

## *Comfort Zone*

Giclee technology on Hahnemühle Photo Rag, 308g paper

\$1,200 each / Edition: 10 + 1 AP / 2013



Behavioral psychology defines **comfort zone** as a mental condition where a person recognizes and experiences a state of familiarity void of any risks. Far from anxiety, in full control of the situation, or in a comfortable state, the body and mind push off any imminent stress. Today, many psychologists suggest leaving the comfort zone to put ourselves to the test and continually combat conditions of comfortability, which often hides a barrier between us and new, unfamiliar emotions. There are those who have discussed the topic, written about it, and endlessly debated the “right” balance for personal growth and wellness.

But there are also those that have photographed the *comfort zone*, transforming it into a visual narrative through intimate and dreamy snapshots. To recount the story is artist Tadao Cern, who walked across the Lithuanian beach, noting how people in a complete state of relaxation enjoy the warm sun’s rays without a worry in the world. Their bodies, body language, personal objects, food, magazines, and blow-up games all reflect the local culture.

The project includes 24 photographs and was realized in 2013.

*Excerpt from Elle Decor, by Alessia Musillo*



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