

Murray Ballard: *The Prospect of Immortality*



Patient Care-Bay (dewar being filled with Liquid Nitrogen), Phoenix, Arizona, USA 2006



Dr. Mike Perry, Patient Caretaker, Alcor Life Extension Foundation, Phoenix, Arizona, USA

Rare indeed is a subject that is so fresh and original, which has not been done before... there is no other photographic project that has investigated this subject with such thoroughness. Ballard has made work of the highest calibre – beautifully seen, subtle and detailed images which takes the work a world away from a simple editorial piece it so easily could have become.

Mark Power, Magnum photographer and Professor of Photography, Brighton University

Over the past five years, Murray Ballard has gained unprecedented access into the world of cryonics: the process of freezing a person after death in the hope that scientific advances may one day be able to bring them back to life.

The Prospect of Immortality takes us on a journey through the tiny yet dedicated international cryonics community: from the retirement town of Peacehaven, England; to high-tech laboratories in Arizona, United States; through to more rudimentary facilities of Kriorus on the outskirts of Moscow, Russia. Approximately two hundred people worldwide are currently suspended in liquid nitrogen, with a further thousand signed up for the process after they die.

Images of the technical processes involved are presented alongside portraits of the people engaged in the quest to overcome the 'problem' of death. Often ridiculed for their views, Ballard's work aims to present an objective investigation that allows us to reflect on the ethics of cryonics, and consider whether this is a fantasy world of science fiction, or genuine scientific innovation.

Premiering at Impressions this is Ballard's first major show. Included in this exhibition are smartphone activated QR tags (presented alongside some of the photographs) that enable visitors to listen directly to the people involved, or download short texts that challenge or confirm their assumptions about cryonics.

Ballard is one of the brightest young photographers around today, he was selected by the British Journal of Photography as the UK winner of *Talent - the best emerging photographers form around the globe* and was 2009 Flash Forward Winner awarded by The Magenta Foundation, Canada.

Curated by Anne McNeill

Installation Images





Russia



Portable Perfusion Equipment, Peacehaven, Sussex, UK 2007



Hugh, Facilities Engineer, Phoenix, Arizona, USA 2007



Margaret Kiseleva holding a photograph of her mother, Ludmila. Kriorus facility, Alabushevo, near Moscow, Russia. 2010

Further information

The Prospect of Immortality includes 36 large scale colour photographs dry mounted on aluminum. Smartphone activated QR tags provide additional layers of information.

Hire fee

£2000+vat within mainland UK. For overseas hire fees, please enquire directly.

For more information contact:

Pippa Oldfield, Head of Programme
Impressions Gallery
Centenary Square
Bradford, BD1 1SD

email: pippapldfield@impressions-gallery.com
telephone: 01274 737843
www.impressions-gallery.com