



Fotografiska  
Berlin

# TOILETFOTOPAPERGRAFISKA

## *A Journey Through the Surreal and the Unexpected*

Opening: 09 May

Runtime: 10 May – 31 Aug 2025

No moderation. And not a single well-considered decision. Welcome to *ToiletFotoPaperGrafiska*, the hyper-visual and surreal universe of TOILETPAPER at Fotografiska Berlin, offering a joyful journey through the surreal and unexpected.

*“It’s like being invited to the best party of your life, where everyone is wildly intoxicated and you’re the only sober person in the room,” TOILETPAPER founders Maurizio Cattelan and Pierpaolo Ferrari describe the experience.*

Opening on 10 May at Fotografiska Berlin, *ToiletFotoPaperGrafiska* marks the Italian studio's first major exhibition in Berlin, bringing their bold and chaotic world to a new audience.

With a shared passion for photography, absurdism, and creativity, artist Maurizio Cattelan and photographer Pierpaolo Ferrari founded image-based TOILETPAPER Magazine in 2010 as a reaction to the conservative art world. Today, TOILETPAPER is known worldwide for its straightforward, colorful, and often provocative images, where a cheerful design inspired by advertising and commercialism meets dark satire and acidic social commentary.

*ToiletFotoPaperGrafiska*, takes us beyond the flat surface of photographs into a realm where art becomes an experience – where narrative and visual language collide, not with the ambition of clarity, but with the intention to disrupt, question, and provoke. The images, which have become a hallmark of TOILETPAPER magazine, expand from glossy, static counterparts into immersive installations and dynamic compositions.



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TOILETPAPER continues its dialogue, moving from image to object, from idea to installation. Visitors are invited to navigate conceptual environments where visual logic takes a backseat to instinct. Whether it's a pool filled with fake bananas or the curated chaos of the installations, this space refuses the comfort of explanation. It is about immersion, not understanding.

*"We always strive to break away from the usual conventions and create a raw and personal dialogue between the viewer and the art. The exhibition at Fotografiska is full of hidden Easter eggs, images with invisible connections that we leave to the viewer to find," says Pierpaolo Ferrari about the exhibition.*

The essence of TOILETPAPER lies in its unpredictability and refusal to be tamed by the digital age. Every prop is meticulously crafted by hand in their Milan studio. The rawness of this process speaks volumes: in an era of digital immediacy, TOILETPAPER's commitment to handcrafting each image feels like a deliberate counterpoint to the ephemeral nature of today's visual culture.

Opening on May 10, 2025, at Fotografiska Berlin and running through August 2025, the exhibition invites you to celebrate the absurd and the extraordinary through satirical humor and eclectic aesthetic.

[www.fotografiska.com/berlin](http://www.fotografiska.com/berlin)



## **ABOUT THE ARTIST**

Founded in 2010 by Pierpaolo Ferrari and Maurizio Cattelan, TOILETPAPER Magazine emerged from a shared discontent with the conventional art world – a rebellion against the polished, the calculated, and the comfortable. Rather than adhering to traditional artistic boundaries, they sought to create a space that challenges and provokes, offering a confrontation with the absurd, the unsettling, and the visually disorienting. Each image is an invitation to pause, to reflect, and to engage with uncomfortable truths, often hidden beneath a layer of vibrant, almost intoxicating design. TOILETPAPER’s work has become a global phenomenon, celebrated not only for its boldness but also for its seamless fusion of high design and subversive humor. The magazine’s approach to art is an unapologetic commentary on consumerism, power, and the contradictions of contemporary life. With each photograph, TOILETPAPER unearths the underlying tensions of modern society, presenting them in ways that are both absurd and deeply insightful, making their work a powerful and irreverent force in the art world.

## **CREDITS**

ToiletFotoPaperGrafiska is curated by: TOILETPAPER and Fotografiska

Concept and images by: Maurizio Cattelan and Pierpaolo Ferrari, TOILETPAPER

Exhibition Design: Brigolin Baschera

Super Project Director: Seb Sebastiano Mastroeni

Account Director: Stefania Billy Biliato

Digital Art Director: Adriano Trentacosti

Exhibition Production: Thomas Schäfer, Associate Director of Exhibitions at Fotografiska Berlin, and Sofia Liljergren, Exhibition Producer at Fotografiska Stockholm



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## **OPENING PARTY**

On Friday, May 09, 2025, from 7 PM to 3 AM, Fotografiska Berlin invites you to an exclusive opening party inspired by the provocative world of TOILETPAPER. The evening brings together art, music, and performance — featuring an artist talk with Pierpaolo Ferrari, the high-energy dance performance *The Battle of Sirens*, and a live concert by Milanese queer icon MÿSS KETA. The soundtrack for this extraordinary night comes courtesy of a DJ line-up curated by Toy Tonics, blending house, Italo-disco, and electronic beats.

Please RSVP to [selina.bauer@fotografiska.com](mailto:selina.bauer@fotografiska.com).

## **ABOUT FOTOGRAFISKA**

Fotografiska is the contemporary museum of photography, art and culture. With locations in Stockholm, Berlin, Tallinn and Shanghai, Fotografiska exhibits world renowned artists as well as local, emerging talent. Exhibitions change almost every month to continuously inspire new perspectives. From its restaurant and bars to its parties and talks, the museum offers a social and cultural experience – open late every day, from 10:00 to 23:00.

## **INSTAGRAM**

[@fotografiska.berlin](https://www.instagram.com/fotografiska.berlin)

Fotografiska Berlin  
Oranienburger Str. 54  
10117 Berlin

Opening hours: daily from 10:00 to 23:00



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**PRESS**

Selina Bauer

PR & Communications

+49 171 44 22 121

[selina.bauer@fotografiska.com](mailto:selina.bauer@fotografiska.com)