

About SWARZZ

SWARZZ is a private initiative of Dutchman Peter van Rietschoten, who in 2009 found out that photography is his way of passing on his vision on all sides of life in the streets. Within that his work is often combined with humor, critical perceptions and hidden or explicit statements.

SWARZZ is a very old European word for black. It originates from the time that Europe was mainly covered by woods with some scattered tribes in them. The 'swarzz' (black) of those woods was for the people in those days the most important factor of life, because they supposed that in this 'swarzz' there was life they could not see. At most as fierce white during warm summer nights when lightning struck their existence, sometimes as a cold grey fog between the trees, but practically always as an unknown and unseen world of which they were sure it would be much richer and diversified than their world. Much more filled with hope and fear, with comfort and threats, with beauty and ugliness – paradoxically all dressed in a colourless though countless number of black&white patterns.

This makes SWARZZ the perfect name for black&white photography in a big city like New York.