



# The Sweetest Taboo

Frieke Janssens

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- Taboo meets aesthetics
- Frieke Janssens is part of a new generation of aesthetic photographers

*“She creates images you won’t ever forget. It’s like she abuses the beauty of the images to confuse observers.”* – Weekend Knack  
Photographer for the well-known *Smoking Kids*, *Animalcoholics* and *Your Last Shot* series, Frieke Janssens is part of a new generation of aesthetic photographers. Pictures of smoking children and drunk animals, people on their deathbeds and single women on the hunt for men – yet somehow her photographs are never shocking or crude. In fact, you’ll have a hard time finding someone more in touch with aesthetics than Frieke Janssens. She’s been a professional photographer for twenty years now, so it’s about time she published her own book.

When a **Frieke Janssens** photograph appears in a major Belgian magazine it does not go unnoticed, but it is her own publications that have garnered worldwide acclaim as meticulous series of photographs, impressively framed with a strong aesthetic attraction. Janssens has opened exhibitions everywhere, from Vladivostok to New York. In 2016, she held an overview exhibit called *20 Years of Photography* in Antwerp.

