

On the Art of Seeing & Loving Yourself - On Your Own Terms.

International photographer celebrates the sensual female body in new beautiful photo book.

In the book *Embody* Lone Morch examines and illuminates the light and the shadows in women's bodies, minds and psyches. With a loving gaze, and with artistic nerve and poetry, the book reveals how women today work hard to discover and get in touch with their own bodies, on their own terms.

Embody means "to be an expression of and give tangible, bodily or visual form to an idea, quality or feeling; to incorporate and become an example of."

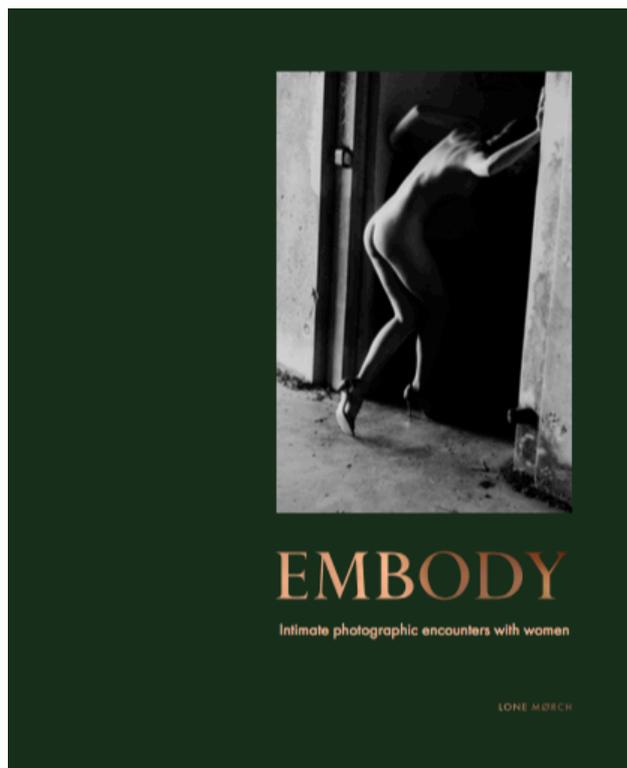
Based upon Lone's confidential and intimate photographic encounters with women during the past fourteen years, *Embody* offers a rare peek into women's private space and thoughts.

American and Danish women of all ages have found their way to Lone's studio and undressed before her camera to explore the many expressions of beauty, sensuality and eroticism in themselves. The work with Lone has enabled a safe and authentic self-representation in the photos, which the women are proud of and share with those close to them. "The women have confronted and examined their shame and insecurities around their naked bodies, and through the photographic process they've discovered themselves anew and found both the courage and freedom to see themselves, and be seen," says Lone.

In a commercialized world that objectifies the body and promotes stereotypical body ideals, *Embody* shows women as they feel awkward and shy, release fears and drop their masks. We hear about scars on body and souls, the emerging self-acceptance, and about the desires in mature women's bodies. Every woman will recognize herself in this book, in which all types, shapes and ages are portrayed with equal measures of sensitivity and fearless honesty.

"I see a growing need amongst women to break free of constricting body ideals and detangle from the alienating grip and gaze of the masculine. A desire to reconquer the female body and thereby, the responsibility for one's own life. *Embody* underscores the urgent necessity of learning to love ourselves and be natural, sexual beings in our right, on our own feminine terms," says Lone. In the book she reflects upon the small and large emotional storms she witnesses through her camera, as women laugh and cry and move through their many defenses to come home inside their own skin.

For the past 150 years most photography of women has been dominated by the male gaze. In this book women look at themselves. *Embody* lets us experience the gazes and images that emerges when women choose to be photographed, by a woman, and are free to decide how they wish to be seen. *Embody* is a wise, beautiful and solidary tribute to the feminine essence that exists in all women.



USA Release May 4, 2018
Pre-orders available March 1.

We hope you'll consider *Embody* for reviews, author Q&As and roundups for future book coverage. Inquires:

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Book details

22x27cm, 180 pages, 110 black and white photos, texts in English and Danish. Hardback, fabric cover with gold folio print, 1 kg.

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Production: Hørdum & Engelbreth DK
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Book Events (more coming)

May 4: [Book Passage](#), Corte Madera, 7pm
May 10: [Why There Are Words](#), Sausalito, 7pm
May 24: [BookSmith](#) Panel, San Francisco, 7pm
June 3: Copperfield, Panel, San Rafael (tba)

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Book orders www.lonemorch.com/shop



Lone Mørch is an award-winning author, photographer and speaker whose work lives at the intersection of art, body, identity, culture and change. A Danish native, she has for the past 25+ years traveled, lived and worked in various professional capacities in Asia, Europe and USA. She's the founder of Lolo's Boudoir and has helped a thousand women find healing, transformation, adventure and celebration through her photography. Her previous work include the award-winning memoir *Seeing Red: A Woman's Quest for Truth, Power and the Sacred* about her own path towards liberation. Her photos and essays have been featured in Danish and American magazines, newspapers and anthologies such as *InStyle*, *Cosmopolitan*, *People*, *SF Chronicle*, *Huffington Post*, *Light Journal*, *East Bay Express* and *7x7*. She splits her time between Denmark and USA.

Advance Praise

Embody pulls back the curtain on women who are contemplating their own nudity, their own skin, their own beauty, on their own terms, in their own light, in their own shadow. It's about women's own freedom but also the extraordinary vision of the photographer who grants them the freedom to be viewed as they see fit. Veil by veil, woman by woman, image by image, page by page, *Embody* reveals a healing vision for a wounded world, a gallery of women who feel safe enough to be at home in their own skin, proving that we long to see and be seen. - Phil Cousineau, author and film maker.

Embody is a groundbreaking book in which Lone Mørch invites us into each photo session, to see through her eyes, which hold a European sensibility and a keen quest for a woman's truth. Lone encourages in the women she photographs a natural state of ease, so that the desire to be perfect loosens its grip. But she goes deeper, to gently slip underneath layers of cultural and personal coverings and invites the women experience the lifting of crushing expectations, move beyond anxieties and discover liberation. This book challenges us to extend our own lives beyond the awkward split-second of perfection, to question our own myths, see ourselves in a different light, and—though this is a rare occurrence while reading a book—to be transformed ourselves. - Erin Byrne, travel writer and author

What a wonderful project. Strong photos that show the female body in ways we rarely see that leave us with a lot of emotions. When the shameful of the normal is completely gone, the body is so beautiful and lovely, and it can begin to sense and be sensed in return. Wow. - Camilla Stockmann, journalist Politiken

"What an amazing book you have created. I'm blown away by both photos and prose." - Diane Bach, head of Danish TV & Radio Books