



Albert Pocej: Press Kit 2025

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FOR IMMEDIATE RELEASE

Artist Albert Pocej, Known for Viral 'Orgasm' Series, Launches 'EXISTOS'—A Ritual Where Digital Photos Are Destroyed to Create One-of-a-Kind Art

VILNIUS, LITHUANIA – June, 2025 – Conceptual artist Albert Pocej, whose provocative "Orgasm" series gained international acclaim, today announced the launch of his new international project, **EXISTOS**. In a radical stand against the digital age's culture of infinite replication, EXISTOS confronts what Pocej calls the modern world's "visual monoform"—a relentless stream of disposable content.

The project is built on a strict, unrepeatable ritual: a single photograph is taken, one museum-quality, A2-sized print is created and framed on-site, and the digital memory card containing the original image is physically destroyed in front of the participant. The ceremony transforms a photoshoot into a profound event, ensuring the print becomes the sole, irreplaceable artifact of that moment.

"We live in an age where every image can be copied, edited, and shared endlessly, rendering the original almost meaningless," says Pocej. "EXISTOS is a rebellion against that idea. The destruction of the digital file isn't a gimmick; it's the core of the concept. It forces absolute presence and commitment from both me and the participant. It returns us to a time when a photograph was a precious, physical object, a true relic of a moment that can never be recovered."

To ensure the archival permanence of each piece, the project utilizes state-of-the-art equipment through key partnerships with industry leaders such as FUJIFILM and EPSON.

The EXISTOS project is now open for applications via the official website, existos.art, and will be conducted in exclusive locations across Europe.

About Albert Pocej:

Albert Pocej is a Lithuanian conceptual artist and photographer known for his visually arresting work that blends surrealism and profound symbolism. He delves into the realms of authenticity and the subconscious. His career includes an extensive period based in Monaco, where his clients included high-profile individuals and members of the principality's elite. His work has been featured in international publications including The Huffington Post, Maxim, Cosmopolitan, and Elle.

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About the Artist

This section provides biographical information in three lengths for different uses, from in-depth feature articles to brief social media mentions.

Full Biography

In 2008, Albert Pocej left his IT Director position at one of Lithuania's largest companies to become a photographer at 35. This was not a gradual transition—it was a complete reinvention driven by clarity and a courageous commitment to vision.

Pocej's work reveals the extraordinary within the familiar. His career includes an extensive period based in Monaco, where he worked with high-profile individuals and the principality's elite, giving him a unique insight into the constructs of power, image, and identity. What unites his diverse portfolio—from portraits of royalty to the Bolshoi Ballet— isn't just technical skill, but a deep understanding of human psychology that ensures each visual resonates with insight.

His most challenging work explores human authenticity in all its forms. This dedication was powerfully demonstrated in his internationally acclaimed **"Orgasm" series (2016)**, where he captured genuine moments of female pleasure, challenging media clichés and artifice. This project cemented his reputation as an artist unafraid to tackle provocative subjects with raw honesty. In an era of carefully managed images, documenting genuine human experience has become his defining mission.

His visual language operates at the intersection of surrealism and psychological provocation. He performs what he calls "surgery on reality," using a precise, often minimalist aesthetic to create visual riddles that challenge perception. This is photography that refuses to comfort, asking viewers to solve each puzzle with emotion rather than intellect.

Beyond his personal projects, Pocej is the founder of the "Genius Photos" school, where he teaches his philosophy of "The Unseen Side of Photography," going beyond technique to explore the psychology behind creating a powerful image.

Short Biography

Albert Pocej is a Lithuanian conceptual artist and photographer known for his psychologically charged work that blends surrealism and symbolism. He famously left a successful career as an IT Director to pursue his artistic vision, creating a diverse portfolio that explores themes of authenticity and the subconscious. His career includes an extensive period in Monaco working with high-profile clients, and he gained international acclaim for his provocative 2016 "Orgasm" series, which challenged media artifice by capturing genuine emotion. His current project, "EXISTOS," continues this exploration by creating unique, one-of-a-kind physical photographs while destroying the digital originals. Pocej is also the founder of the "Genius Photos" school, where he teaches his unique photographic philosophy.

Micro Biography

Albert Pocej is a Lithuanian conceptual artist whose work blends surrealism and psychological insight. From photographing Monaco's elite to his provocative "Orgasm" and "EXISTOS" projects, he performs "surgery on reality," creating unforgettable visual riddles that explore the nature of authenticity and the subconscious in the modern age.





Key Projects & Exhibitions

A curated list of significant projects and exhibitions that define Albert Pocej's artistic career.

- EXISTOS** (Ongoing, 2025–)
 A conceptual performance and photography project creating a single, unique physical print for a participant while physically destroying the digital original to reclaim the value of a singular moment.
- "On the Edge" Exhibition** (Vilnius & Riga, March–June 2025)
 A curated exhibition exploring the boundaries between classical and contemporary, comfortable and challenging art, featuring Pocej's recent works.
- "Orgasm" Series** (2016)
 An internationally recognized photographic series that challenged media clichés by documenting genuine female orgasms, exploring themes of raw authenticity and vulnerability.
- Bombay Beach Project** (California 2025)
 A photographic series examining nature's fragility and humanity's place within vulnerable ecosystems, using art as a catalyst for social and ecological commentary.
- "Genius Photos" School**
 An educational platform founded by Pocej dedicated to The Unseen Side of Photography. Its unique curriculum moves beyond camera settings to teach the critical psychological skills needed to excel: building the confidence to overcome creative fears, mastering the art of human connection to work effectively with models, and unlocking a truly authentic artistic vision.

Direct answers from Albert Pocej on his process, philosophy, and key projects.

Q: The core of 'EXISTOS' is one shot, one print, and the destruction of the memory card. Why is this process so rigid?

A: "The rigidity is the meaning. In a world of infinite 'undo' buttons and endless possibilities, limitations create value. The single shutter press forces absolute focus and presence. The on-site printing transforms a digital file into a physical object. And the destruction of the card elevates that object from a copy to a unique artifact. It's a closed loop. Without any one of those steps, the entire concept would lose its power."

Q: How does a provocative project like your 'Orgasm' series connect to a philosophical one like 'EXISTOS'?

A: "They are two sides of the same coin, both born from a rebellion against artifice. The 'Orgasm' series was a stand against the *emotional* artifice we are fed by the media. EXISTOS is a stand against the *digital* artifice of our online lives. One fought for unfiltered emotion; the other fights for permanent, singular moments. They both stem from the same core belief: there is profound power and beauty in what is unrepeatable and true."

Q: You describe your work as "surgery on reality." What do you mean by that?

A: "A simple photograph documents reality. I'm not interested in that. I use the camera and the elements within the frame—mirrors, fire, the human body—as surgical tools. The goal is to make an incision into the surface of what we see, to peel back the layers of convention and reveal the psychological or emotional truth underneath. It's about fracturing the familiar to show something more real."

Q: What do you hope a participant takes away from the EXISTOS experience, beyond the physical photograph?

A: "The feeling of liberation. In that moment, they are not creating content for an audience; they are participating in a private, definitive act. The destruction of the digital file is a declaration of freedom from the pressure to perform, share, and curate our lives online. They take away a moment of pure presence, which has become the ultimate luxury in our hyper-connected world."





Albert Pocej

















