

Solo Exhibition, **Everything For The Image** (2025)  
– *A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (NL)  
By **Trees Heil**

## ABOUT

**Trees Heil** (1993, The Netherlands) works with the intimate and complex relationship between identity, desire, and self-expression from a female perspective. The female and queer body is celebrated as a source of creativity and imagination through photography, short films, and performances.

Her work delves into mental and physical experiences through a magical-realist lens. She embraces both vulnerability and the beauty of the unexpected. Heil mostly collaborates with female and queer models, using an intuitive approach. The models undergo a literal transformation during the creative process. Mutual exchange of ideas plays a central role here, which leads to a profound and meaningful collaboration.

Heil investigates the potential of the body and the power of physical expression. With her works serving as a platform where pleasure, curiosity, and creativity meet, thereby aiming to liberate the body from conventional notions.

*Her work has been shown in Het Hem, Zaandam (NL), Museum IJsselstein, IJsselstijn (NL), Frascati Theater, Amsterdam (NL), W139, Amsterdam (NL), Marres, Maastricht (NL), Kunstliefde, Utrecht (NL), Ruis, Nijmegen (NL), Onboards Biennale, Antwerp (BE), Frans Hals Museum, Haarlem (NL), SecondRoom Antwerp (BE), WORM, Rotterdam (NL) Melkweg Expo, Amsterdam (NL) and Yi Contemporary Art Center (CN).*

*In addition to her autonomous works Heil also works in commission especially within the field of fashion photography. She has shot fashion editorials for magazines including King Kong Magazine (UK), Sensitive Content Magazine (USA), BOOT magazine (ENG), GRIND magazine (JP) and Musée Magazine (NY). Recently she shot her first campaign for the fashion brand Camiel Fortgens.*

Solo Exhibition, **Everything For The Image** (2025)  
– *A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (NL)

In the exhibition 'Everything for the Image', Trees Heil explores the intimate and complex relationship between identity, desire, and self-expression from a female perspective. The female and queer body is celebrated as a source of creativity and imagination, showcased through various media: photography, video, and performance.



Part of installation, solo exhibition, Everything For The Image – *A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (2025) Curated by Fleurie Klootstra.



**WORKS**  
Solo Exhibition Trees Heil 'Everything for the Image'  
Melkweg Expo – Marnixstraat 490, Amsterdam



**Infinite Braid (2023)**  
82,0 x 122,0 cm / framed work



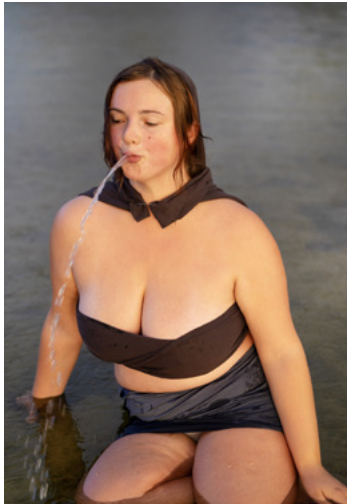
**Prospects for new horizons  
(and happy endings) (2024)**  
82,0 x 122,0 cm / framed work



**I'm all Ears (2020)**  
36,8 cm x 51,9 cm / framed work



**Water Being III (2024)**  
(XXL poster print)



**Water Being II (2024)**  
36,8 cm x 51,9 cm / framed work



**Mating Frogs (2022)**  
73,6 cm x 101,7 cm / framed work



**Heta, The Pink Witch (2024)**  
82,0 x 122,0 cm / framed work



**Wildlife Photographer (2023)**  
73,6 cm x 101,7 cm / framed work



**Sister(s) II (2024)**  
73,6 cm x 101,7 cm / framed work



**Room 06 (2024)**  
73,6 cm x 101,7 cm / framed work



**Room 01, The Wrestlers  
/ Mountain Pose (2024)**  
36,8 cm x 51,9 cm / framed work



**Body Spell (2024)**  
(XXL poster print)



**Woman with Plaster (2024)**  
36,8 cm x 51,9 cm / framed work



**The V Portal (2024)**  
36,8 cm x 51,9 cm / framed work



**The Puddle (2024)**  
82,0 x 122,0 cm / framed work



**Untitled, (2024)**  
82,0 x 122,0 cm / framed wor



**Eating The Apple II (2024)**  
36,8 cm x 51,9 cm / framed work





Part of installation, solo exhibition, Everything For The Image – A magical-realist view of physicality and intimacy  
Melkweg Expo, Amsterdam (2025) Curated by Fleurie Klootstra.

### About the exhibition

Trees Heil's artistic practice explores the intimate and complex relationship between identity, desire, and self-expression from a female and queer perspective. Working across photography, film, and live performance, Heil uses the body as a source of creativity and imagination, emphasizing its role as a starting point for discovery and joy. Her approach is intuitive and collaborative, often engaging female and queer models who undergo literal and metaphorical transformations during the creative process. Heil's work inhabits a space of magical realism, embracing vulnerability and the beauty of the unexpected. The constructed scenarios she creates are poetic explorations of timeless emotions and thought processes, where spaces, people, and behaviors intertwine. The models are often depicted in ambiguous ways - faces turned away or partially obscured - to emphasize symbolism and suggestion over direct representation. "It is more about what the person symbolizes or what suggestive story is being told," Heil explains.

Her exhibition, *Everything for the Image*, balances between attraction and alienation, offering an experience that is both sensual and disruptive. The bodies captured in her work probe the complexities of desire and its boundaries. What may initially appear playful and seductive can reveal an elusive or unsettling undercurrent upon closer inspection. The exhibition challenges viewers to reflect on their perceptions of desire and repulsion, inviting them into a space of introspection, transformation, and self-discovery. It is a celebration of the body in all its facets, an invitation to play and embrace fluidity: "Just as culture, identity, and society are constantly in flux, so are we humans. We are fountains: bodies in constant motion, flowing, puddled, bleed.

*The title Everything for the Image can be interpreted in several ways. On one hand, as a photographer, I do everything for the image. My life is completely intertwined with it: through photography I meet people, make friends, and travel to different places in order to create. At the same time, all interactions between the models are staged. So even though the intimate moments are what they are, they also stem from a desire to create images. Additionally, 'the image' also refers to the way you see yourself—your persona, or the person you think you are. In my work, I aim to release that 'image' of who you are—or could be—or at least stretch it. The models regularly transform into other beings: frog-like creatures, horses, or fountain-like figures, for example.*



Performance, Tableau Vivant 03 (11.30 min) Melkweg Expo, Amsterdam (NL), 2025  
Curated by Fleurie Klootstra  
Images by Françoise Bolechowski





Performance, Tableau Vivant 03 (11.30 min) Melkweg Expo, Amsterdam (NL), 2025  
Curated by Fleurie Klootstra

*Played by Hannah Rojer, Alliyah Sy, Stella Oort, Rebecca Lillich Krüger and Isabel Pontoppidan*  
*Soundscape by Rik Möhlmann*  
*Pictures by Françoise Bolechowski*

## Melkweg Expo programme XXL

As part of the solo exhibition Everything for the Image, a special life drawing session was held in collaboration with Stripclub Life Drawing, an initiative that typically hosts figure drawing events in an Amsterdam strip club. Two stunning strippers posed live, striking dynamic poses in and around the pole, while around 25 participants sketched in an open and relaxed setting. No prior drawing experience was required, making the workshop accessible to all.

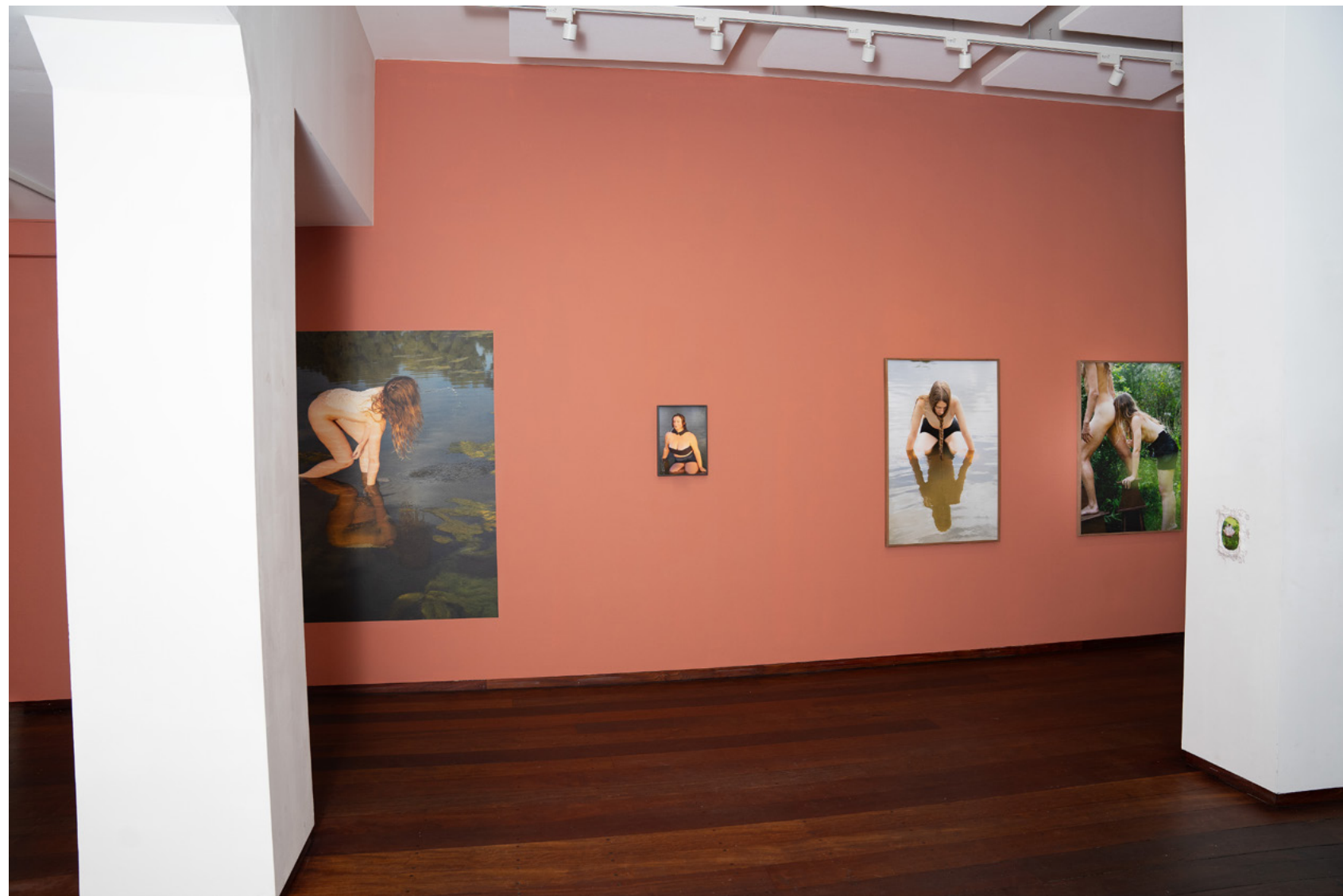


Workshop, Stripclub Life Drawing-sessie, Melkweg Expo, Amsterdam, 2025



Tableaux #03, 2024





Part of installation, solo exhibition, Everything For The Image – *A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (2025) Gecureerd door Fleurie Kloodstra



Part of installation, solo exhibition, Everything For The Image – *A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (2025) Gecureerd door Fleurie Kloodstra  
*Images by Françoise Bolechowski*



The Secret Garden, 2023





[After movie Solo Exhibition 'Everything For The Image – Melkweg Expo](#) Video & edit: Aristos Latrou  
Welcome speech during opening: Cathelijne Blok



Tableau Vivant #05, 2025

*This work was created during the solo exhibition Everything for the Image at Melkweg Expo, Amsterdam.  
The shoot, based on an open call, allowed models to sign up themselves and resulted in a series of five images.  
Production: Ashley Slarrauri, Assistant: Lejla Vala, Intimacy Coordinator: Cynthia Abma, Lighting: Steven de Kok, Styling: Nikki Vekemans  
Curated by Fleurie Klootstra.*

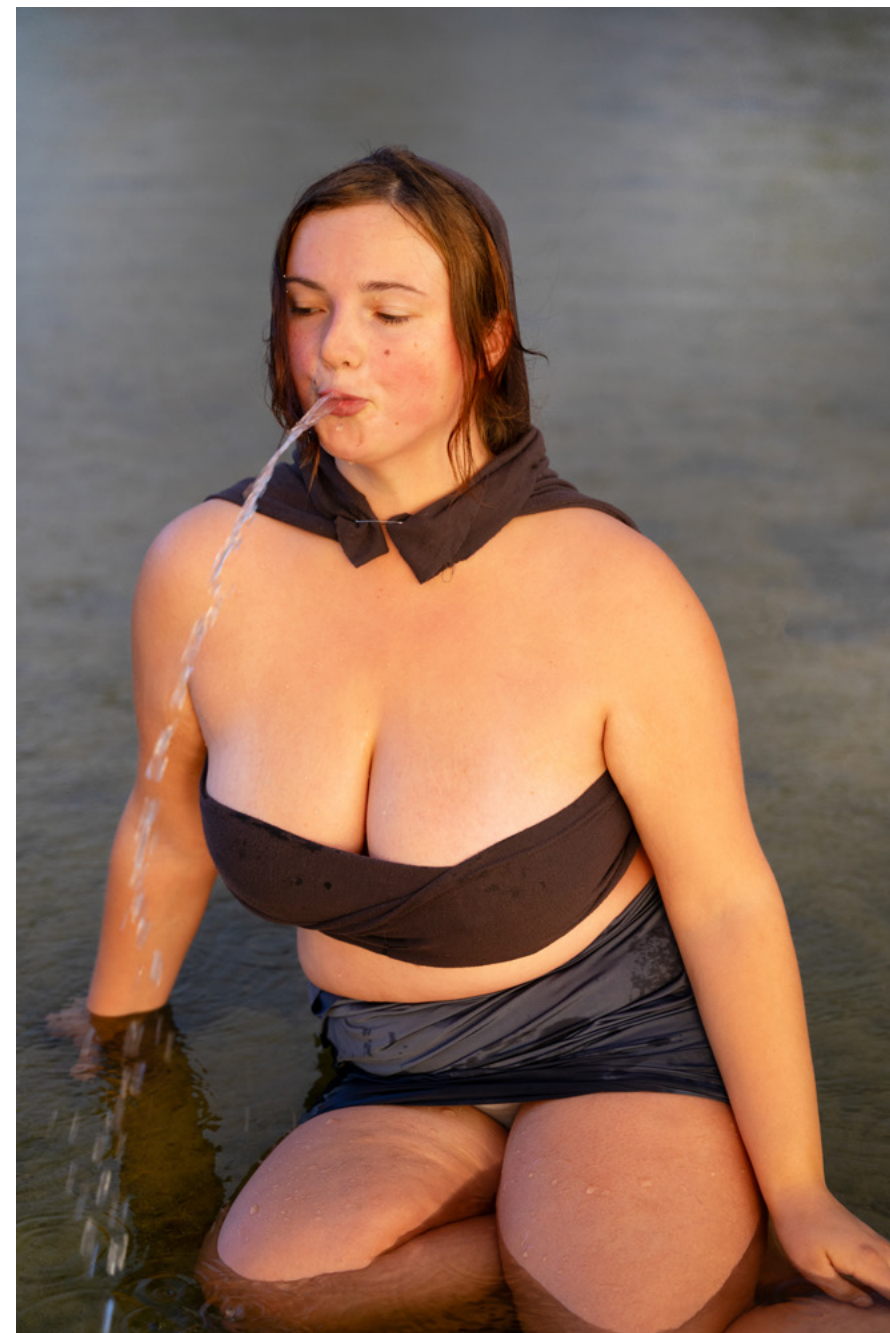




Prospects for new horizons (and happy endings), 2024



Water Being III, 2024



Water Being II, 2024



The Puddle, 2023





Part of installation, solo exhibition, *Everything For The Image – A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (2025) Curated by Fleurie Klootstra.



Body Spell, 2024



Room 06, 2024





Eating the Apple II (2024)

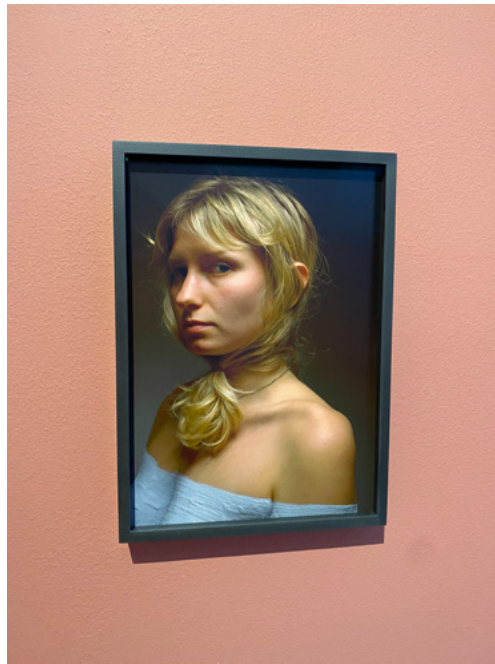
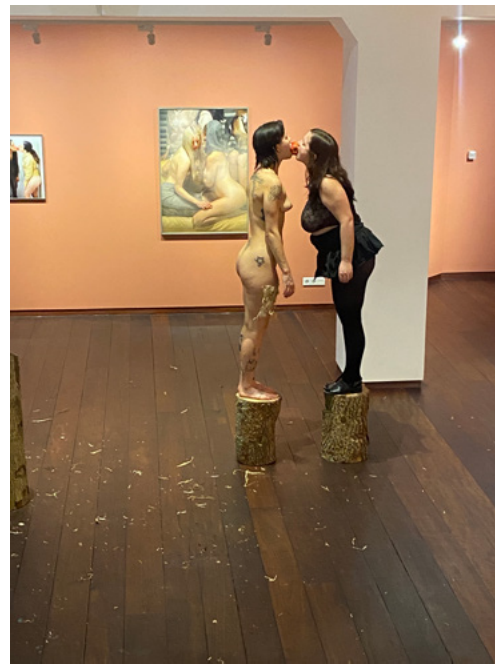
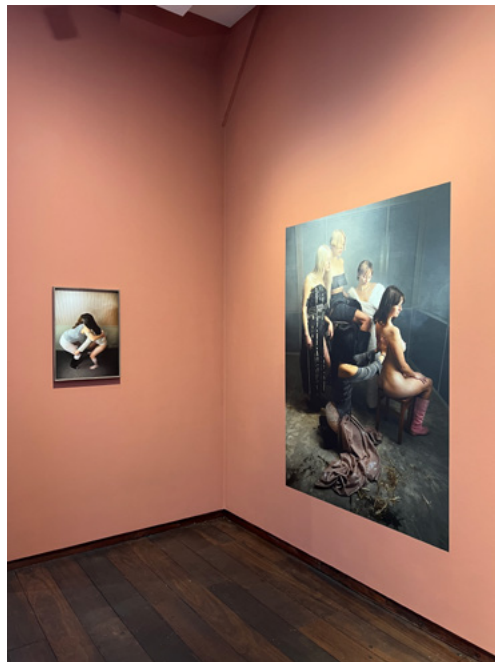
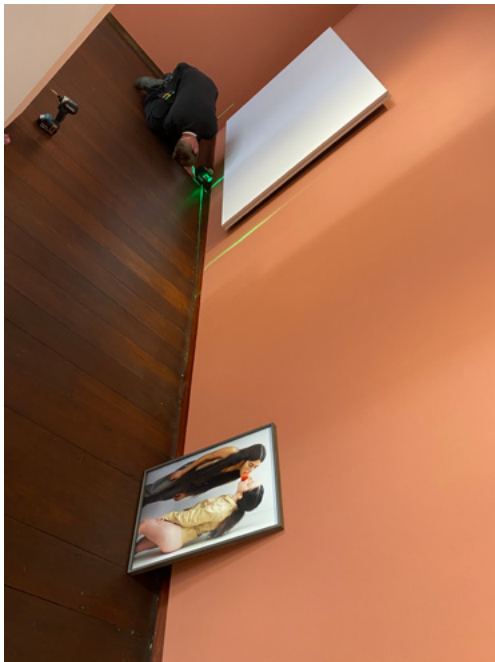


i'm all Ears, 2020



Part of installation, solo exhibition, *Everything For The Image – A magical-realist view of physicality and intimacy*  
Melkweg Expo, Amsterdam (2025) Gecureerd door Fleurie Kloodstra





Building up (mobile shots by Trees Heil)

Building up / behind the scènes





Heta, The Pink Witch, 2024



Woman with Plaster, 2024



The V Portal, 2024





Infinite Braid, 2023



Wildlife Photographer, 2023



Mating Frogs, 2022

# EVERYTHING FOR THE IMAGE

TREES HEIL

*A magical-realist view of physicality and intimacy*

MELK WEG EXPO

Free Entrance

OPENING

MARCH 7<sup>TH</sup>

18:00 - 21:00

mondiaal fonds

amsterdams

fonds voor de kunst

MARCH 8<sup>TH</sup> TILL APRIL 20<sup>TH</sup> · MARNIXSTRAAT 490 AMSTERDAM · TUESDAY TO SUNDAY 11:00 AM - 11:00 PM

A photograph of a group of women in a gallery setting. Some are standing, some are sitting on a stool. They are wearing various outfits, including a black dress, a white top, and a brown dress. The background is a simple, dark wall.

Invite, solo exhibition, Everything For The Image by Trees Heil  
Designed by Marijn van der Leeuw





Sister(s) II, 2024



The Wrestlers / Mountain Pose, 2024

Short Film, **The Secret Garden** (2025)

In the experimental short film *The Secret Garden*, female landscapes are depicted, stripped of social norms. The transformative, cyclical nature of the female body is expressed in various ways. The images carry a poetic, symbolic, and ritualistic charge, with many loving, intimate embraces and caresses, where skin and eyes make contact. The film focuses on the inner world of women, expressed through slow actions, long camera movements, and an underlying hypnotic soundscape. It is a sensory experience that explores the female gaze, touching on deep desires for connection, sensuality, and sexuality, all with a mystical undertone.

Full HD, 16:23 min.

Watch [here](#) the full film on Youtube



Installation film 'The Secret Garden, 2025', Full HD, 16:23 min.  
Solotentoonstelling, Everything For The Image. Melkweg Expo, Amsterdam (2025)  
Curated by Fleurie Klootstra.



Poster, short film 'The Secret Garden'





Film stills, The Secret Garden, (2025) full HD, 16:23 min.



Film still, The Secret Garden, (2025) full HD, 16:23 min.





Film still, The Secret Garden, (2025) full HD, 16:23 min.



Film still, The Secret Garden, (2025) full HD, 16:23 min.





Film still, The Secret Garden, (2025) full HD, 16:23 min.



BTC, The Secret Garden, 2025

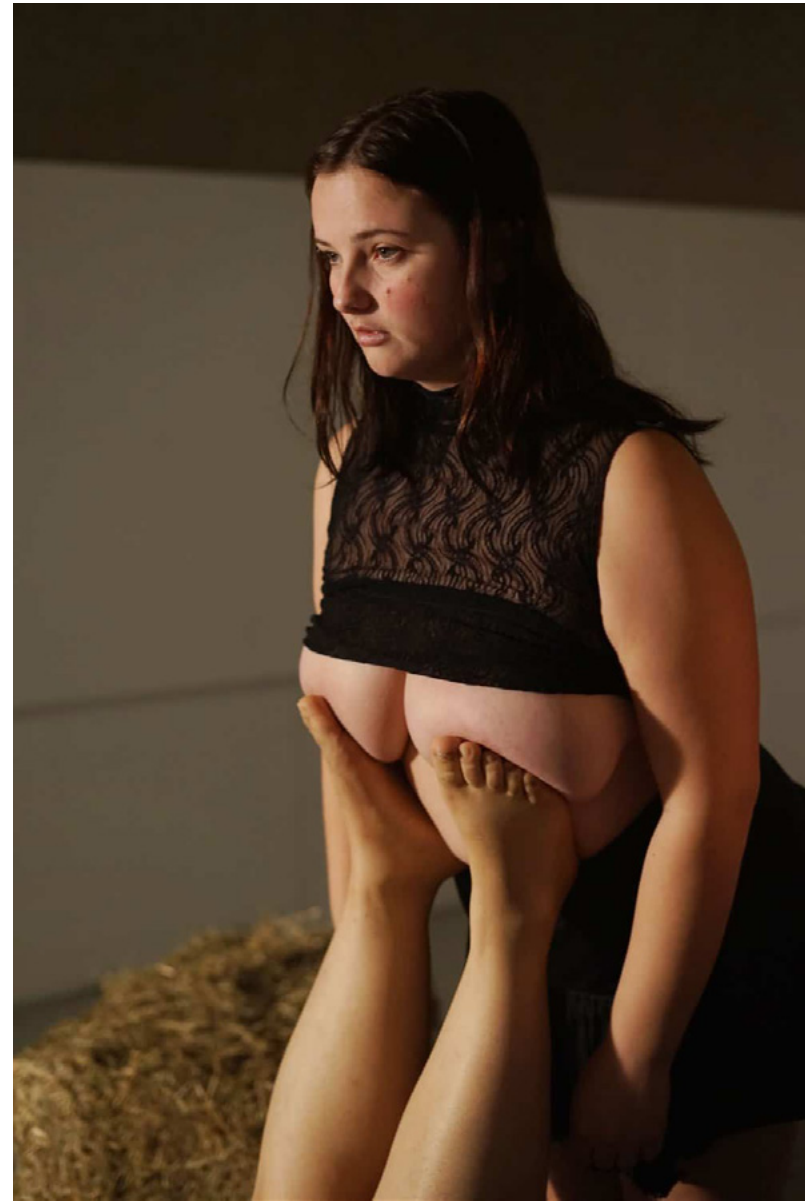


BTC, The Secret Garden, 2025





BTC, The Secret Garden, 2025



BTC, The Secret Garden, 2025



Installation film 'The Secret Garden, 2025', Full HD, 16:23 min.  
Solotentoonstelling, Everything For The Image. Melkweg Expo, Amsterdam (2025)  
Curated by Fleurie Klootstra.  
*Images by Françoise Bolechowski*





Installation film 'The Secret Garden, 2025', Full HD, 16:23 min.  
 Solotontoonstelling, Everything For The Image. Melkweg Expo, Amsterdam (2025)  
 Curated by Fleurie Klootstra.  
*Images by Françoise Bolechowski*



Installation film 'The Secret Garden, 2025', Full HD, 16:23 min.  
 Solotontoonstelling, Everything For The Image. Melkweg Expo, Amsterdam (2025)  
 Curated by Fleurie Klootstra.  
*Images by Françoise Bolechowski*



Installation film 'The Secret Garden, 2025', Full HD, 16:23 min.  
 Solotontoonstelling, Everything For The Image. Melkweg Expo, Amsterdam (2025)  
 Curated by Fleurie Klootstra.  
*Images by Françoise Bolechowski*