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# The World of Hedonia

The World of Hedonia by Nika Sandler is a series of 23 photographs that explore the concept of hedonia, reflecting on the pursuit of pleasure and its complex relationship with depressive states in the context of capitalist realism. Through still lifes and environments, Sandler uses objects associated with pleasure to create a visual narrative that questions the limits of human experience and the dominant ideologies surrounding happiness.

## Artworks of this exhibition



**The World of Hedonia 1**

400 MATIC  
149.79\$



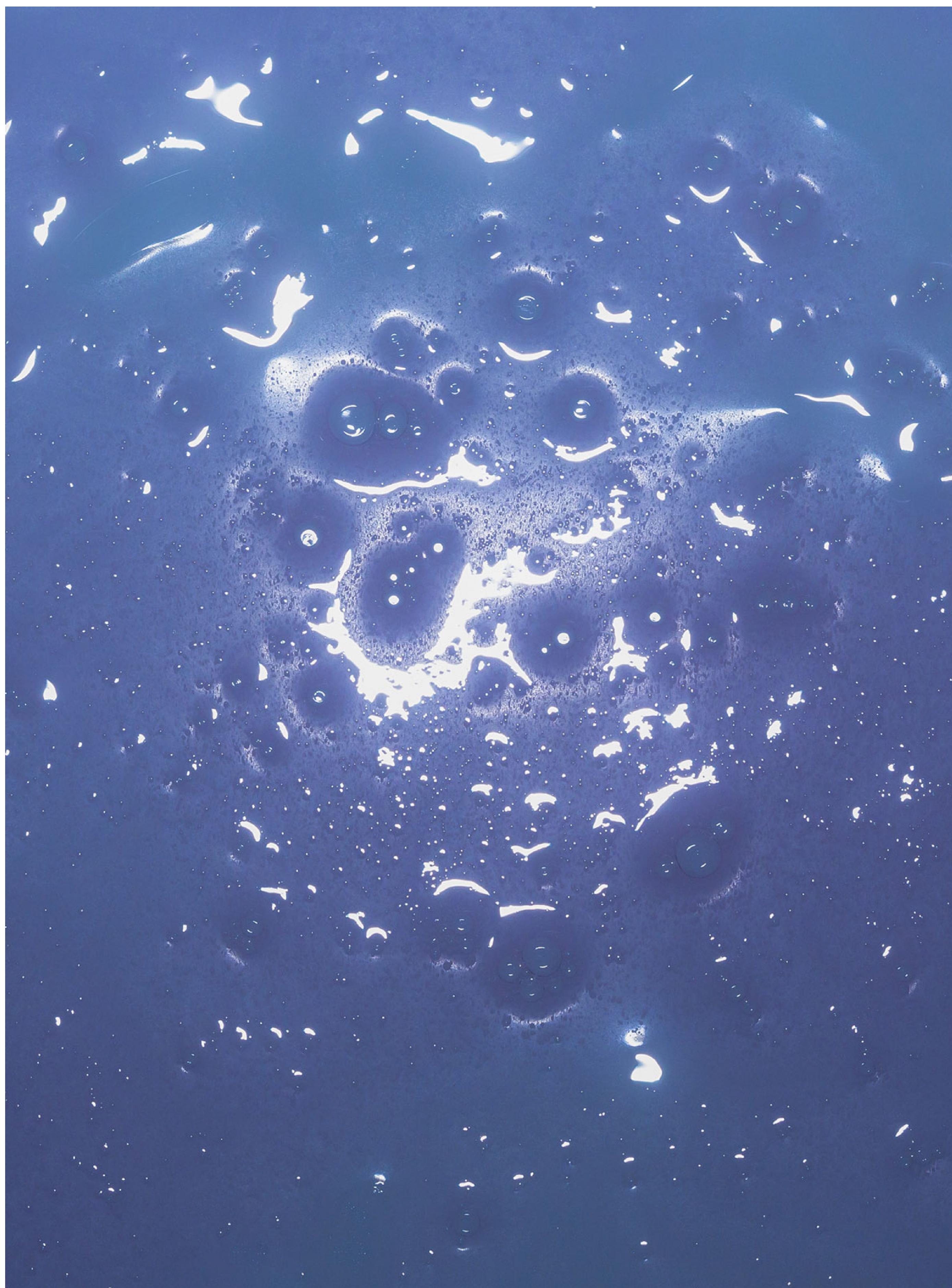
**The World of Hedonia 2**

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**The World of Hedonia 3**

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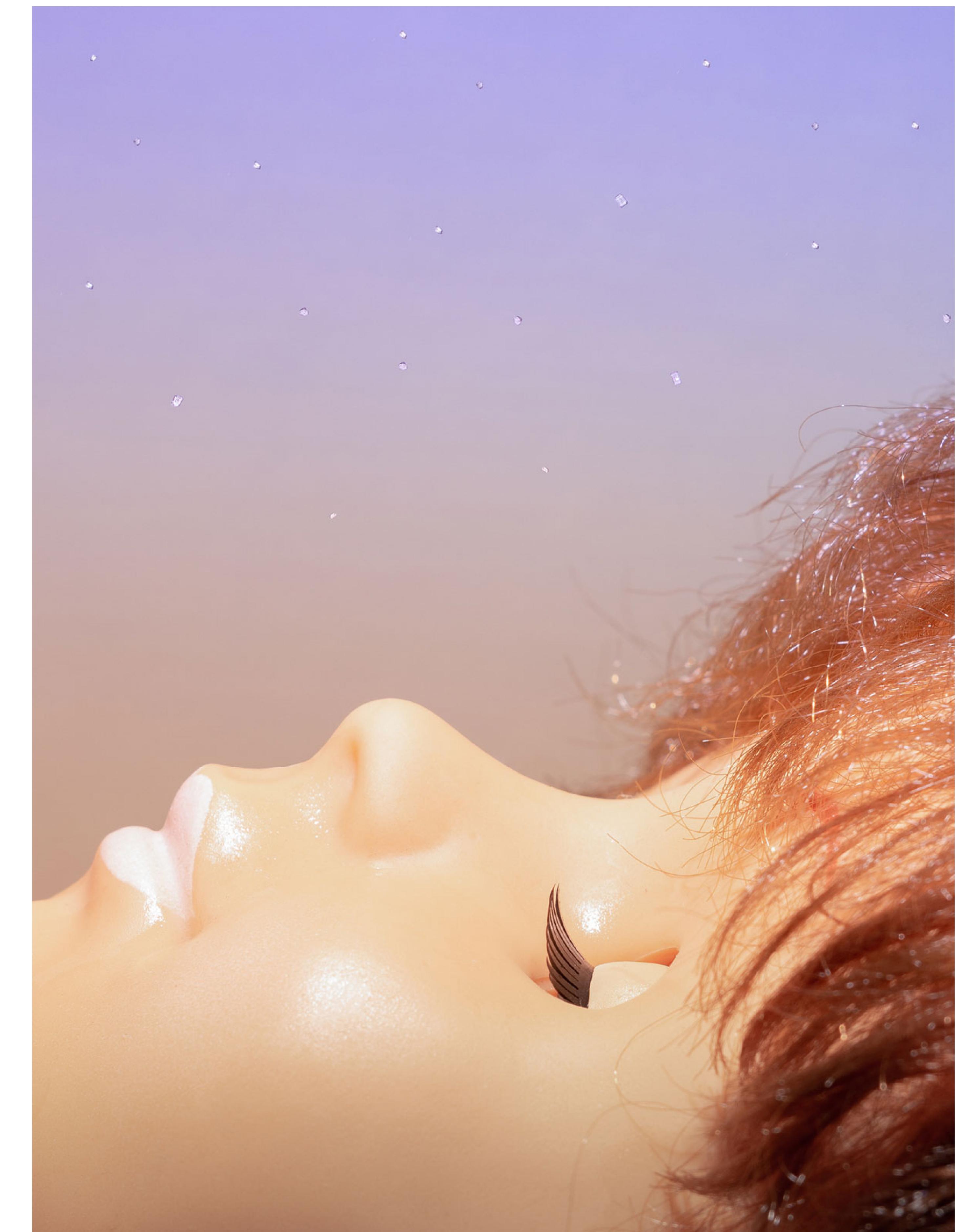
The World of Hedonia 4

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The World of Hedonia 5

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149.79\$



The World of Hedonia 6

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**The World of Hedonia 7**

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**The World of Hedonia 8**

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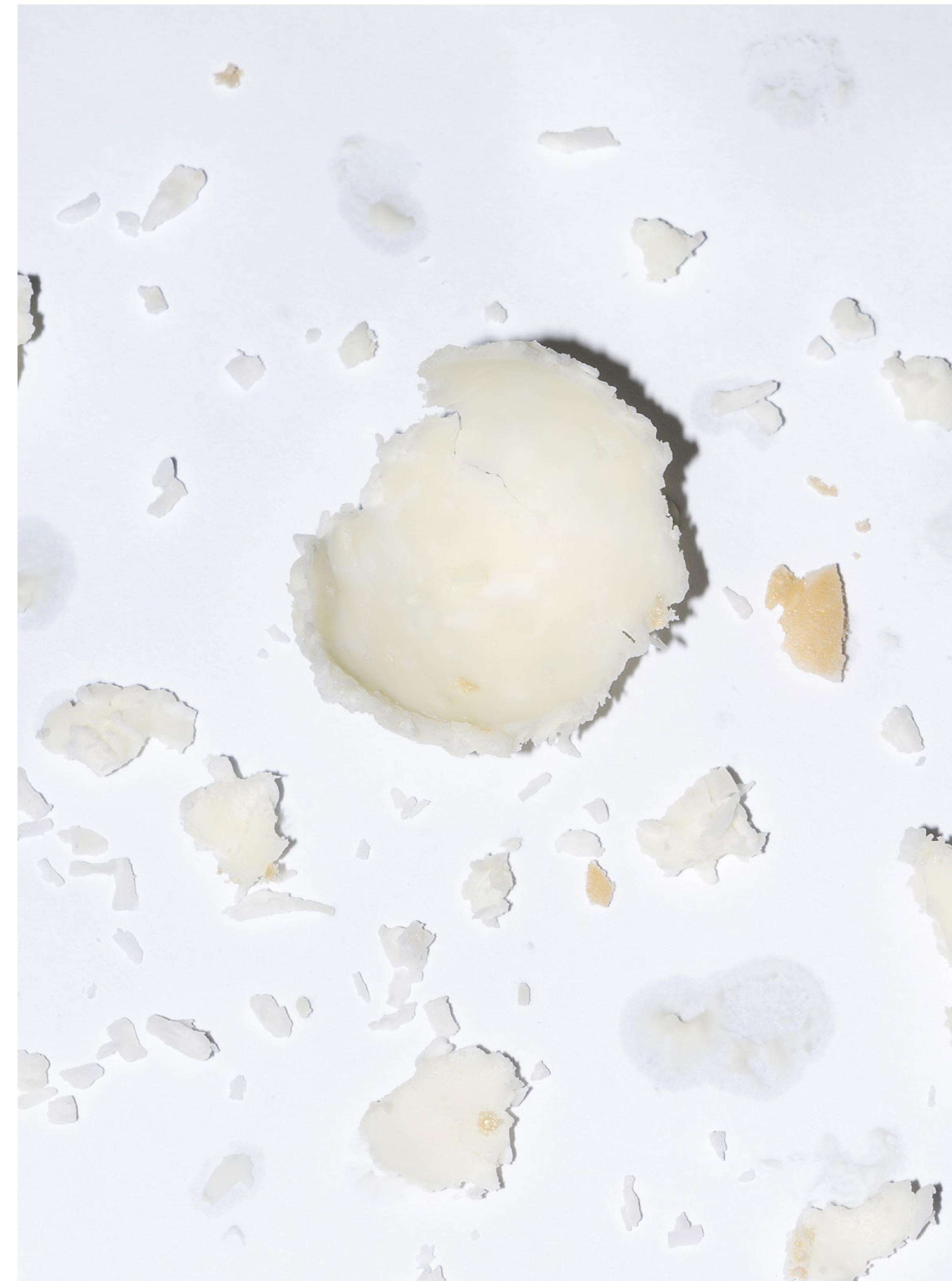
**The World of Hedonia 9**

400 MATIC  
149.79\$



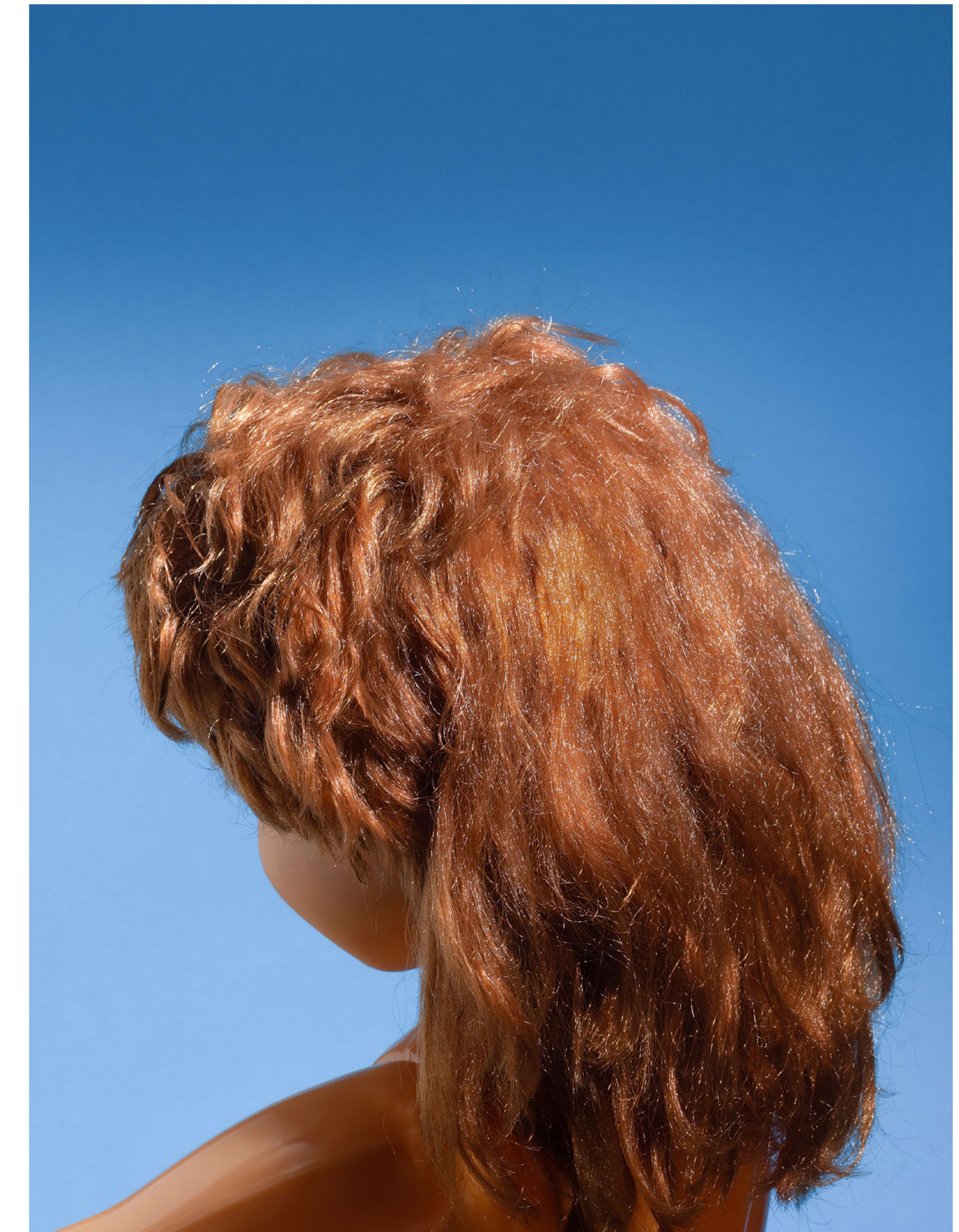
The World of Hedonia 10

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The World of Hedonia 11

400 MATIC  
149.79\$



The World of Hedonia 12

400 MATIC  
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10 / 10



The World of Hedonia 13

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The World of Hedonia 14

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The World of Hedonia 15

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**The World of Hedonia 16**

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**The World of Hedonia 18**

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**The World of Hedonia 19**

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**The World of Hedonia 17**

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The World of Hedonia 20

400 MATIC  
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The World of Hedonia 22

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The World of Hedonia 23

400 MATIC  
149.79\$



The World of Hedonia 21

400 MATIC  
149.79\$

The World of Hedonia is a captivating series of 23 photographs by Russian artist Nika Sandler, using a digital mirrorless camera and pulse light technology. This collection offers an immersive visual experience that reflects Sandler's unique artistic vision, characterized by a striking interplay of light, color, and form.

Hedonia, derived from the Greek word "hedone," refers to the pursuit of pleasure and happiness, often associated with sensory gratification and the joy derived from indulgence. In philosophy, hedonia is contrasted with "eudaimonia," which emphasizes a life of virtue and meaningful purpose over mere pleasure. Sandler's work explores the concept of hedonia through an experiment:

"On New Year's Eve, I made a wish to immerse myself forever in the sensations that I experienced while taking tranquilizers. I wanted to fall into a sweet sleep and not face reality anymore. In an effort to forget myself, I was trapped in a depressive hedonia, which Mark Fisher described in *Capitalist Realism* as an inability to do anything other than the search for pleasure."

In Mark Fisher's concept of capitalist realism, it is argued that there is a sense that capitalism is the only viable political and economic system, and that it is impossible to imagine an alternative to it. This serves to act as an invisible barrier that limits human thought and action. Pleasure plays a key role in maintaining the dominant position of this ideology.

In this series, Nika Sandler depicts different types of pleasures, and the states associated with them. She creates still lifes and environments from objects and substances that are associated with something pleasant and seductive, and sometimes creepy. The doll appears to be Sandler's alter-ego, living a New Year's experiment.

#### The Author

Nika Sandler is an artist working with photography and text. Studied at the Docdoc School of Modern Photography on Feodora Kaplan's course. She explores the themes of human and non-human gaze, gender, pleasure, creepy and disgusting. Her work has been published in i-D, Dazed, Libération, Unthinking Photography, Der Greif, Phroom Platform, Musée Magazine, Konbini, PhotoVogue, Fisheye Magazine, Photomonitor, The Calvert Journal, Publico, Float Magazine, F-STOP Magazine, Metal Magazine, L'Oeil de la Photographie, BROAD, PhMuseum, Bird in Flight, FK Magazine, Bad to the Bone, Grandmama's Print and many others. Her NFTs are featured on the international platforms Uncontaminated and Arttaca. Nika is also the winner of the Small File Photo Festival 2023 organized by The Photographers' Gallery.

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