

SPRING PROJECTS

Spring Projects at Liberty

OH! YOU PRETTY THINGS

Spring Projects presents an exhibition of the new generation of British fashion photographers

**Alice Hawkins, Dan Jackson, Josh Olins,
Angelo Pennetta, Jacob Sutton**

8th February – 14th March 2009

4th Floor, Exhibition Space, Liberty, Great Marlborough Street, London W2B 5AH

A fashion photograph invites us into a world: sometimes of fame and luxury, often of youth and glamour, but rooted always in notions of beauty. Contemporary fashion photography is now so expanded that its boundaries blur into the realms of documentation, celebrity, fine art, social commentary and fantasy; there are progressively fewer rules and fewer limits. Fashion photography is a lively visual testament to the culture of which it is part. The resultant striking photographs allure the viewer, asking them to indulge in the beauty and vitality of what is presented. Fashion photographers push their unique vision within a constant practice of adaptation, creating enduring images that transcend fashion illustration.

The five young photographers in this show display the diversity of the genre and show us how this creative form is constantly developing; they shoot for many of the leading contemporary fashion magazines such as Vogue, LOVE, POP, Another, Dazed, i-D, Harper's Bazaar, Arena Homme +, and Numero, and are amongst the sharpest rising talents in this industry. All works on show are for sale; original limited edition prints ranging from £250 to £2,500s.

Alice Hawkins' portraits of real people in their own personal environments investigate notions of glamour, lifestyle and aspiration. She is drawn to the theatrical, kitsch and 'everyday burlesque'. Speaking of the people she photographs, Hawkins confesses she loves to 'celebrate them and show them off'. Her images present these women – including Miss Teen Anglia and girls at the Playboy Mansion - as proud, beautiful people infused with character and glamour. For Hawkins, these women embody the epitome of beauty and perfection.

The austere portrait style images of **Daniel Jackson** present the classical image of the nude in a stark context, complete with muted colours, and lighting reminiscent of Dutch mid-century portrait paintings. His refined, elegant pictures resonate the beauty of the characters he's shooting, which he strongly focuses on. Jackson presents the human body as a beautiful specimen with a sort of cold sensuality or bleak glamour. Jackson is known for his incredible versatility as a photographer; for this exhibition the images on show are from a 2008 shoot for Acne Magazine.

Josh Olins creates bold, expressive images full of drama and dynamism. His images are highly stylized and play with pop culture and make reference to an 80s and 90s aesthetic in their use of iconography, stylization and visual culture. Olins' photographs reveal a sharp aesthetic that has been acknowledged as edgy, original and modern. The viewer is confronted by a powerful visual statement that often expresses a raw sexuality or natural glamour in carefully-crafted compositions that have established Olins as one of the most coveted contemporary photographers.

Angelo Pennetta shoots young, beautiful people in images that are bold and seductive, often imbued with a twist of humour and witty take on everyday happenings. Sensual colours and a striking graphic quality convey the lifestyles of exciting characters. The subjects form a connection with the viewer, often through a suggestive stare which reels in our attention and charges the images with sexual tension.

Jacob Sutton's photographs explore moments that are complicit and singular. His subjects are strong, expressive and resonate intensity. Unexpected environments and combinations of props create at once bizarre, arresting and beautiful images in which the relationship between the person and the setting becomes paramount. Pictures that feature restrictive balancing structures are contrasted with captured moments of explosive movements and energy. His works aim to create a sense of sublime moments, where a strong sense of tension is achieved through the elegance of the recording of actions even within the most chaotic of activities.

For further information about the exhibition or photographers please contact Andree Cooke:
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Editors note

Spring Projects is a commercial gallery based in Kentish Town London. The gallery provides a much needed platform for experimental work across the fields of fine art, design and fashion. The gallery's programme regularly sets these disciplines alongside fine art taking a broad cultural view. Spring projects aims to present a coherent fusion and convergence of the contemporary by hosting exemplary practitioners across these fields. Contemporary artists and designers whose reference is popular culture in it's broadest sense have energised a new discourse between the worlds of art, fashion and design, one defined less by subject than by attitude. Spring projects aims to push the dialogue between these fields a little further on – and provide a consistent commercial platform from which to highlight outstanding work. Spring Projects is located at Spring House, 10 Spring Place, London NW5 3BH. www.springprojects.co.uk

Spring Projects are collaborating with Six Creative on the selection and design for this exhibition. Six Creative are a London based agency providing creative direction for fashion, luxury and retail brands. For further information please go to www.six-creative.com or contact info@six-creative.com

Spring Projects and Six Creative are both part of Spring Studios LTD
www.springstudios.com