



TRUTH BE TOLD

A recent exhibition encapsulates the increasingly commentative world of fashion photography

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POINT AND SHOOT: (Clockwise from top) Josh Olins' "Twin Peaks," Jacob Sutton in collaboration with Hana Al-Sayed's "Document 1 [Milk] Stage 3," Jacob Sutton's "Balance 1," Daniel Jackson's "Guinevere #6"



Knowing the ropes of breaking into fashion photography all too well, London-based gallery Spring Projects—housed in the same building as esteemed photo house Spring Studios—used its February exhibition, "Oh! You Pretty Things," to celebrate the UK's most promising emerging stars. Creative agency Six Creative and Spring Studios' Mark Loy collaborated with the gallery's director Andree Cooke to choose five artists—Alice Hawkins, Daniel Jackson, Josh Olins, Angelo Pannetta and Jacob Sutton—whose work solidifies the next generation of shooters that transcend conventionality by commenting on glamour, perfection, sex and pop culture.

"Fashion photography, like all art forms today, is evolving with intense variety," Cooke says. Take Hawkins, who shoots beauty pageant contestants in their native environments to examine the definitions of beauty, or Olins, who adopts an over-styled aesthetic to interpret his childhood icons.

What bonds the seemingly disparate quintet is an approach that exemplifies how the industry has changed. "There's a feeling of dissatisfaction with overly manipulated imagery, and an appetite for work that has a feeling of genuineness," Sutton says. "Photography has never been the deliverer of truth, but good photography always gives the viewer the perception of it."

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