

ARTS-PHOTO-FASHION. William Selden

Workshop conducted by William Selden.

Concept and co-ordination of the workshops´ series: Colectivo YOX.

Sponsored by Arteleku-Diputación Foral de Gipuzkoa.

Within MID_E Studio 011 programme.

Dates: March 28-31, 2011.

Place: Arteleku. Donostia-San Sebastián.

Schedule: Mornings/ evenings.

Aimed at professionals and students of visual arts, especially photography.

Number of participants: Maximum of 12.

Fees: Free.

Deadline for registration: March 16.

Envía tus datos personales, CV y una carta de motivación a info@colectivoyox.com

Second edition of a series of workshops analyzing from experience photographic practices in which artistic expression and fashion advertising interact. From this starting concept and with the guidance of the British photographer William Selden, the participants will develop personal projects adapting a number of coordinates (looks by an invited designer, models, photo-shooting) to them. The best selected projects will be part of an exhibition that will be held in Arteleku on the 1st of April as part of MID_E Studio 011 www.mid-e.com

WILLIAM SELDEN www.williamselden.com

William Selden. Hertfordshire (United Kingdom). Photographer.

After professional experiences as a model and in the advertising industry, he followed Fine Arts studies at Middlesex University. Since then, he has worked as a photographer contributing, amongst others, to Dazed and Confused, ID, Self Service, Pop, Vogue Hommes Japan, Anotherman, V Magazine, Interview and Numéro magazines, New York Times...

Other commissioned work includes advertising photography for brands such as: Uniqlo, Puma, Prada, Ray Ban and portraits of music and cinema celebrities: Pulp, Franz Ferdinand, Jude Law, Daniel Craig, Rihanna...

He has won major awards at the D&AD, one for the cover of 'Amazing Grace' by Spritualized in 2004 and the second for the 'Golden Skins:Ginger Boy' (advertising poster) in 2006.

Key concept of the workshop. Photography and fashion, two of the main axes of visual representation of recent decades, now occupy a growing space in the perceptive experience of contemporary society. Individually and in combination they invade our everyday world, creating a sphere of relations (generally strongly mediated) between the subject and the world. The growth in graphic, electronic and digital media testify to and extend this referential field.

Photography's twin role as an artistic medium and a mechanism for registration and reproduction, has fostered different praxes ranging from the entirely artistic to the strictly commercial. Standing at this crossroads, photographers explore –sometimes from the perspective of art, sometimes from advertising, but more often from an intermediate position– this two-way circuit between art, fashion and photography. This circuit, with its well-known influence in the field of fashion, advertising and contemporary art, can be seen in the undeniable artistic quality of work published in graphic media and in the increasing presence of fashion photography in museums and galleries. It can also be seen in the work of photographers and visual and plastic artists, who use photography's capacity to create interaction between discourses that dilute aesthetic categorizations and question the production of sense and representation in and from photography.