

PRESS RELEASE LANGHANS GALERIE PRAGUE

# NOW & WOW:

## THE REBIRTH OF STREET FASHION PHOTOGRAPHY

25/05/2011 – 09/07/2011

**Curator: Walter Keller**

After decades that fashion photography was created by generations of professional photographers and then published in well-respected magazines, things have changed and continue to change. For the most innovative photographers to be on the cover of Vogue is no more their biggest dream. Rather they would like to reach as many people as possible with their blogs, published on the internet for their community. The imagery of these blogs goes wild, it merges street-, reportage-, lifestyle- and fashion-photography and creates a young vision of the stylish world we live in.

Take for example Japanese *Yoichi Nagata* with his over-the-top portraits of young people. His imagery is wild, even hysteric. He writes about his series of approximately 500 images: "For more than three years now, I have been photographing fancifully costumed clubgoers at dress-code parties organized by a friend. I have taken over 500 portraits so far, with more to follow. From Western fetish styles such as bondage, S/M, and rubber that entered Japan mostly in the 1990s to homegrown looks such as Gothic, Gothic Lolita, sweet Lolita, maid, cyberpunk, and angeler, nightlife fashions in this far-off corner of the world called Tokyo present a strange jumble of East and West, past and future. More often as not, such nonconformists come into being at times of social turmoil or the end of an epoch."

According to German *STERN* magazine, Swiss based style blogger *Play Hunter* – [www.playlust.net](http://www.playlust.net) – has tens of thousands of visitors on her website every month. "From morning to night. From nowhere to front row and back. Hunting for style between the Swiss provinces & international catwalks I try to blur the lines of fashion, art and the everyday. The idea always is to find beauty in the overlooked and unexpected, find

darkness in glamour, make fashion playful. Nothing is ever planned. But I'm always ready to catch that now&wow moment. I shoot, then I share it on the blog, for the world to see. I like the idea of a style blog as instantaneous and democratic gallery space for us mobile nomads. These are great times. Always remember - whatever you do, do it in style because the world needs it."

The exhibition will present a large selection of photographs from China to South America, from the US to the Czech Republic in an interactive, digital-based form, using mostly iPads and flatscreens as a contemporary answer to how pictures travel the world today.

Also included in the show: a rare fashion series from the 90's of world-famous photographer Robert Frank and the notorious series "Go Sees" of international fashion photographer *Juergen Teller*. Both artists will be presented in the show with book display, giving access to an unknown group (*Robert Frank*) and a long sold-out publication (*Juergen Teller*)

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A non-profit space for photography

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Open daily except Mondays: 1pm to 7pm