**RICK GUIDOTTI**

Rick Guidotti completed his education in photography and filmmaking at New York’s School of Visual Arts and established a studio in Manhattan, specializing in portraiture and fashion for 15 years. During the period he also worked in Milan, Paris and London for clients such as Yves Saint Laurent, Elle, Harper’s Bazaar, Revion, l’Oreal and Life magazine. In 1998 he founded Positive Exposure, a collaboration with the National Organization for albinism and Hypopigmentation (NOAH) and the Weill Medical College of Cornell University. He also became the project director. Rick was honored with the 1998 “Art of Reporting” award by the International Alliance of Genetic Support Groups for his photo essay in LIFE Magazine.

Disenchanted with the conventional standards of “beauty” in a media driven society (the iconization of models, actors and “beautiful people”), Rick created POSITIVE EXPOSURE, an international photographic exploration of cultural perceptions of these standards with a focus on challenging the stigma associated with difference.

Prior to designing and developing this project in 1997, Rick specialized in portraiture and fashion photography for fifteen years, establishing his studio in Manhattan. During that period, Rick also worked in Milan, Paris and London. His commercial clients include *L’Oreal, Revlon, Yves Saint Laurent, Allegra, Elle, Harper’s Bazaar, Marie Claire* and *Life Magazine*.

Rick Guidotti studied architecture and engineering at Drexel University, Philadelphia, before transferring to The School of Visual Arts in New York, where he completed his education with a degree in photography and filmmaking.

Rick currently resides in New York City.