



PRESS RELEASE

Steve Hiett ***Beyond Blonde***

On the occasion of Prestel's publication of *Beyond Blonde* by Steve Hiett, the Galleria Carla Sozzani presents an exhibition of photographs personally selected by the author.

Printed in large format and mounted on aluminium sheet, these twelve images recount Hiett's colorful aesthetic through five decades of style, glamour and fashion.

«Things got simple....a camera and one 35mm lens. This meant I could travel light and keep things as simple as possible. Work fast, anywhere, anytime, any light... But if the photos of the clothes were not perfect, the picture would go in the trash. This way I learned about fashion photography».

Since the late 1960s Steve Hiett has been capturing the changing world of fashion through his distinctive, eye-catching photography. Arranged by decades, this personally curated exhibition of Hiett's work is filled with images that belie the photographer's nonchalance.

Saturated with colour, lit by dazzling flash work, and often off-center, Hiett's photographs contain brilliantly composed worlds. They tell stories — and the stories change with time.

Hiett says about himself: «I do not think of myself as a "photographer". I think of myself as someone who uses the camera to create images that I see in my head». He adds, whether I take them in Paris or Miami, my photographs are middle-class stories of the suburbs; they are about being alone and dreaming».

Born in UK in 1940, after a stint in art school, followed by a brief career as frontman for the psych pop group *Pyramid*, Steve Hiett discovered fashion photography. His early work appeared in *Nova*, *Marie Claire* and the English and French editions of *Vogue*. In New York he worked as an art director for fashion magazines and for Arthur Elgort's "Model Manual" in 1993. Currently residing in Paris, Hiett works as a fashion photographer.

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February 24th - April 3rd, 2016

Every day, 10.30 am – 7.30 pm

Wednesdays and Thursdays, 10.30 am – 9.00 pm

Galleria Carla Sozzani

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