



**Max Vadukul** was born in Nairobi, Kenya, in 1961, to Indian parents whose families were part of the Gujarati diaspora of the early twentieth century that settled in what was then British East Africa. When he was nine, in the turmoil that followed Kenya's independence, he moved to England, where he grew up in a working-class borough of north London. During grammar school, Vadukul picked up a camera sitting around the house—his father worked for Zeiss, the German lens maker—and from then on his goal was to become a photographer. At the age of 22, he was discovered by Yohji Yamamoto, who hired him to shoot several of the designer's prestigious ad campaigns. It was still the era when magazines had the power to launch the career of the next great talent, and the self-taught Vadukul now joined the ranks of the legends he'd revered growing up by having his work regularly featured in French and Italian *Vogue* alongside David Bailey, Paolo Roversi, Deborah Turbeville, Barry Lategan, and Helmut Newton. Vadukul's body of work, which now spans thirty-eight years, also includes significant creative chapters at *Rolling Stone*, *Esquire*, *Égoïste*, *W*, *Town & Country*, and *The New Yorker*, where, in 1996, he replaced Richard Avedon to become only the second staff photographer in the magazine's history. Vadukul's signature style of black-and-white portraiture, which combines kinetic spontaneity with the skill of a master craftsman, has been widely recognized for its originality and iconic power. In 2000, he published a celebrated book, "Max: Photographs by Max Vadukul." His work has also been the subject of several solo and group shows, including: "Beyond Words: Photography in *The New Yorker*," at the Howard Greenberg Gallery (2011); "Yohji's Women," at the Wapping Project Bankside (2011); and "Who Shot Rock & Roll: A Photographic History 1955 to the Present," at the Brooklyn Museum of Art (2009). He currently lives and works in Milan. Recently honored at the Taormina Fashion Festival, Vadukul is preparing his next exhibition in France in Les Bains.

#### **FONDAZIONE SOZZANI**

The Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported since 1990. [www.fondazione-sozzani.org](http://www.fondazione-sozzani.org)