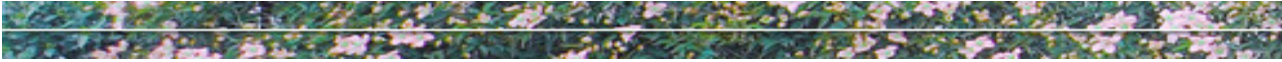# The Swelle Life

A collection of beautiful things to see, ponder, explore and wear.

March 19, 2014

NICOLAS RUEL GOES 'FROM ARCHITECTURE TO FASHION IN 8 SECONDS'

Since 2007, Montreal photographer Nicolas Ruel has been refining an in-camera double exposure technique, where with a quick swivelling motion of his device, a second plan is overlaid on a main subject, creating a new dimension. Ruel uses this process to capture an unseen urban look of the world, and to date this body of work - called 8 Seconds after the shutter speed used - spans an impressive sixty cities in forty countries. As you can see below, Ruel presents a very unique tour of the world's most fascinating places, demonstrating a knack for transferring the energy of the city to the viewer; the result is quite exhilarating and you don't want to stop looking. The originality of Ruel's work struck Thierry-Maxime Loriot, Curator at the Montreal Museum of Fine Arts, who then asked him to set up a photo shoot in Jean Paul Gaultier's atelier in Paris. Ruel has been chosen to appear alongside famous artists and fashion photographers to showcase his work in the travelling international exhibition devoted to the French couturier, The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk, during its stop in London at the Barbican Art Centre from April 9th to August 25th, 2014. In this context, Ruel's double exposure technique pays tribute to the duality that prevails in the world of Jean Paul Gaultier. "Nicolas Ruel has a young and refreshing eye that is very different from most photographers. His pictures have an artistic tone that goes beyond simple fashion photography. The quality of his work compares to the same level as those from Andy Warhol, Pierre and Giles or David Lachapelle that we selected for the exhibition," says Loriot.Watch Jean Paul Gaultier speak about the exhibition and its stop in London, as only JPG can (email subscribers can click on the post title to watch this on the blog):

Photos © Nicolas Ruel

Posted by Denise at 11:21:56 AM in Artist Series, Fashion Events, Interiors & Exteriors, Photography and Photographers