



Has the photograph reached its sell-by-date?



The Beatles, Pertshire, October 1964
by Robert Whitaker

The National Portrait Gallery's superb exhibition 'Beatles to Bowie; the 60s exposed' celebrates the decade when the still image was king. The eye-catching, style-defining photograph was central to a burgeoning market of magazines, colour supplements and album covers that captured the coming together of fashion, music and celebrity to create 'swinging London'. Back then, the viewer was invited to admire the carefully-crafted result of a whole photo-session in the form of a single print of their pop or fashion idol. Now, a whole generation interacts with the latest visual ideas via such websites as top fashion photographer Nick Knight's SHOWstudio.com. His stimulating exhibition 'SHOWstudio Fashion Revolution' at Somerset House demonstrates just how much the whole process of image-taking has opened up. The printed photograph as an end result is still there but the phenomenon of the internet-friendly 'fashion film' is growing, allowing every step of the photo shoot to be shown, right down to the models' chitchat and personal 'phone-calls. Moving footage certainly satisfies the curious and it might be nice to have a film of all the wisecracking as the Beatles balanced on a wall for Robert Whitaker's 1964 photograph above. However, judging by the quietly absorbed viewers at the 60s' exhibition, the single, still image retains huge appeal and has the pleasing power to induce contemplation -- a moment of focus away from an increasingly frenetic world.

I hope you've enjoyed reading my quarterly newsletter that I send out to valued clients and people interested in my photography. Feel free to email me any feedback on photos@nikigorick.com



Millenium Bridge spectators by St. Paul's
by Niki Gorick

Americans in London

An influential group of American entrepreneurs, The Young Presidents' Organization, hit town recently. The focus was on London and included meetings with leading figures such as Boris Johnson, as well as some sightseeing and upmarket entertainment. For the opening party at the trendsetting 'Sketch' club in Mayfair, I was asked to create a giant, welcoming montage of my London images to give an immediate flavour of the city. Projected onto all four walls surrounding the guests, these huge images certainly added a 'wow' factor to the evening and the selection of my London cards included in the take-home 'goodies bag', were also well received.



Michael Hoffman & Ford car
by Tom Hunter

Time travel

Invited to delve into the Museum of London's treasure-trove of historical artifacts, photographer, Tom Hunter, has come up with a wonderfully playful exercise in time travel called 'Flashback'. Featuring present-day sitters amongst objects from jumbled-up eras, these nine portraits create unexpected juxtapositions and teasing associations. Here, a 21st-century banker is dressed as a 1750s City merchant beside a 1930s Ford. Beautifully lit in Hunter's signature high contrast, painterly style, these mismatched elements glow with colour and warmth like true old masters and are a striking addition to the Museum's foyer.

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