

## press release

March 18, 2013 – *for immediate release*

### Image maker; SIMONFREDERICK launches his debut London exhibition; ‘My mates at work’ - putting the art back into photography

- Exhibition from March 29 – April 5, includes portraits of fashion designer and actress Sadie Frost, architect David Adjaye, art dealer and curator Steve Lazarides, shoe designer (Lady Gaga, Madonna) Gil Carvalho, actor David Harewood, perfumer Azzi Glasser, DJ and broadcaster Giles Peterson and many more
- Invite-only, private view taking place on March 28 at Gallery Different, 7:30pm with music provided by DJ Femi Fem (Young Disciples)
- Percentage of sale proceeds going to the [Street Child World Cup](#), Road to Rio initiative

**LONDON** – SIMONFREDERICK, the award winning advertising and music photographer turns his attentions to putting art and uniqueness back into photo portraiture. From March 29 – April 5, ‘My Mates @ Work’ will be on view at [Gallery Different](#), London and will contain portraits which get up, close and personal with some very famous and not so known faces that compromise [SIMONFREDERICK](#)’s friends. Faces like Sadie Frost, shoe designer to Lady Gaga and Madonna, Gil Carvalho, actor David Harewood. Iconic perfumer, Azzi Glasser, art dealer and curator; Steve Lazarides will be in the 27 strong portrait exhibition, displaying SIMONFREDERICK’s genius with the camera and being able to pull out the beauty in all things he shoots. The private view taking place on the evening of Thursday, March 28, where many of the subjects are confirmed to attend, will be hosted by global boutique PR outfit; [Bresi-Ando consults](#) and Gallery Different with music provided by legendary DJ Femi Fem (Young Disciples).

This exhibition is a true redefinition of what we expect photographic portraiture to be. The images are punctuated with striking detail and elements that has the viewer questioning whether the origin of the work lies in photography, painting or drawing. However, it never loses the narrative of being able to connect the viewer in quite an intimate way to the person in the portrait - helping to breathing life into these images in ways that make us feel for his subjects.

Located in the heart of the new gallery district of Fitzrovia, Gallery DIFFERENT presents a dynamic schedule of exhibitions featuring contemporary painting, sculpture, drawing, print, photography and mixed media from British and international artists. Karina Phillips, gallery director commented: “Our gallery style is not limited to art from one specific genre, era or style. Instead we seek to showcase art that is of the highest calibre and quality, produced by artists in whom we believe and continue to demonstrate a clear commitment to their concepts and ideas. ‘My mates at work’ features new pieces by SIMON FREDERICK which exemplify this ethos – this exhibition is far from conventional.”

“Having someone sit for you to make their portrait is one of the most intimate experiences two people can have’. The viewer gets to share this - the viewer becomes one with the picture” says SIMON FREDERICK. “This work was a challenge and a joy to produce, I was determined from the start to create each portrait as unique as the personality of the people you see. With this in mind, no picture is the same in style or technique, something that I believe is unique from one photographer in a single photography portrait exhibition.”

‘My mates at work’ exhibition will be supporting the charity, [Street Child World Cup](#) on their Road to Rio initiative with a percentage of proceeds made at the private view going to the charity. Street Child World Cup is a global movement for street children to receive the protection and opportunities that all children are entitled to. In March 2014, street children from across five continents will come together for a unique tournament and conference in Rio de Janeiro, Brazil. Through football, art and campaigning, they challenge the negative perceptions and treatment of street children around the world.

...//ends

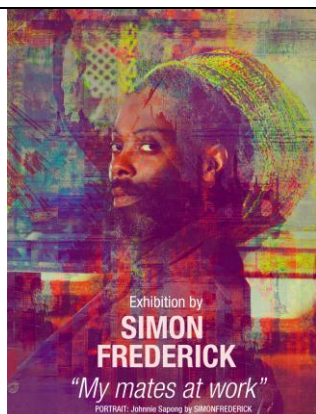
**For more information, please contact:**

**Simone Bresi-Ando**

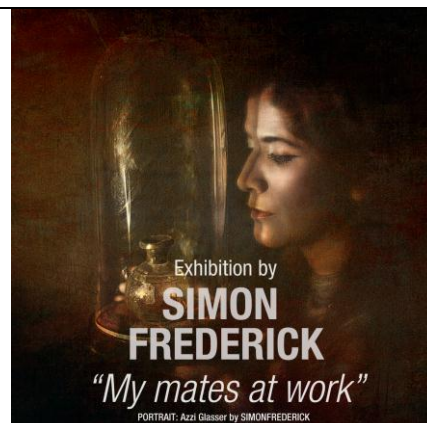
Bresi-Ando **consults**

Tel: 07960 067 883

Email: [press@bresi-ando.com](mailto:press@bresi-ando.com)



Johnnie Sapong – international hair stylist



Azzie Glasser - perfumer

## Notes to editors:

- The 'My mates at work' exhibition is open to the public from March 29 – April 5, 2013 at Gallery Different, 14 Percy Street, London W1T 1DR
- The private view for 'My mates at work' is invite only for portrait subjects, VIPs and press taking place at 7:30pm, Thursday March 28, 2013 at Gallery Different, 14 Percy Street, London W1T 1DR
- SIMONFREDERICK is a former international 400 meter hurdler who put away his spikes and is now an award winning visual artist, using the capture of the still as his kinetic inspiration. Self-taught, Simon has spent the last eight years living in Portugal where he built a practice that split its time between commercial and artistic work. Now based in London, He has found a new fascination for its people and his work is inspired by the beauty and love that he believes still exists in humanity. It gives the viewer a deeper look at the people in his work, their relationships and their lives. SIMONFREDERICK creates images that you feel compelled to hang on your wall, to live with and to get to know more and more over time. He is a rare breed of photographer able to make us feel something for the people in his images. [www.simonfrederick.com](http://www.simonfrederick.com)
- 'My mates at work' includes 27 portraits of:
  - David Adjaye – Architect
  - Bayo - Fashion designer
  - James Barnor – Photographer
  - Shurwin Beckford - TV producer
  - Lisa Buchan – Director, Puma Entertainment
  - Gil Carvalho - Footwear designer
  - Jodi Dalmeida - Media professional
  - Izzi Dunn - Singer - multi instrumentalist
  - Vikter Duplaix – Musician, producer and DJ
  - Clive Dutton OBE - Executive director, London Borough of Newham
  - Shaun Escoffery - Performer, singer, songwriter
  - Femi Fem – DJ, producer, songwriter
  - Sadie Frost - Actress and fashion designer
  - Andrew Gadd – Painter, artist
  - Azzi Glasser - Perfume designer
  - David Harewood MBE – Actor
  - Lee E. John - Singer, songwriter, producer
  - Jason Jules - Style consultant
  - Steve Lazarides - Art dealer and curator
  - Neill Lochery – Novelist
  - Gordon Mac – Broadcaster
  - Trevor Nelson – Broadcaster
  - Giles Peterson – Broadcaster and DJ
  - Mark Powell - Bespoke tailor
  - Johnnie Sapong - International creative hair stylist
  - Raoul Shah – CEO, Exposure PR

- Robi Walters – Artist
- Promotional photos for the exhibition can be downloaded [here](#)
- **Gallery Different** is a contemporary fine art gallery in central London located in the heart of Fitzrovia. Gallery DIFFERENT presents contemporary painting, sculpture, drawing, print, photography and mixed media from British and international artists as well as presenting a dynamic schedule of exhibitions and events, DIFFERENT collaborates with other galleries worldwide to promote and curate exhibitions for its artists. [www.gallerydifferent.co.uk](http://www.gallerydifferent.co.uk)
- **Bresi-Ando consults** is a global, boutique PR consultancy specialising in growing awareness and connecting brands and projects with talent for a variety of clients in the fashion, luxury, arts, consumer tech, entertainment and music industries. [www.bresi-ando.com](http://www.bresi-ando.com)