

# Both Sides of the Camera

Lucia Giacani and Emmanuelle Descraques at LUMAS Gallery

LUMAS London, 57 South Molton Street, W1K 5SJ  
[www.lumas.co.uk](http://www.lumas.co.uk)



Killing Time I © Lucia Giacani, Trunk Archive,  
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For Giacani it is important to create a character in its entirety. She plans each picture in advance, creating a storyboard, finding the right model, she favours red heads with unusual faces, before putting together her creative team.

Working from her studio in Milan, Giacani has over ten years of experience in fashion photography. She started experimenting with photography at an early age, as a teenager she would shoot with friends in abandoned places. She went on to win several prizes, in Italy and abroad for her artistic black and white photography. Her works have been published in *Vogue*, *Vanity Fair* and *L'Officiel*. They have also been exhibited at the Art Basel 2014 in Miami and at the DXB Fashion Photography Fair in Dubai in 2015.

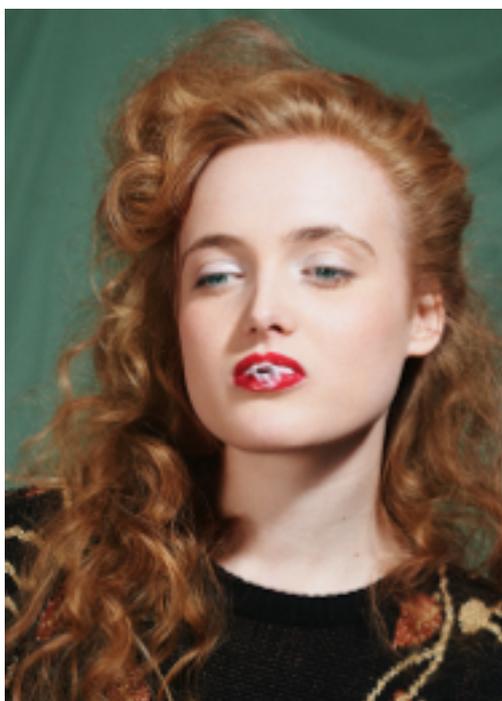
LUMAS Gallery are pleased to present the work of two esteemed fashion photographers **Lucia Giacani** and **Emmanuelle Descraques**. LUMAS have decided to focus on two female photographers who play with female stereotypes in order to create bold, striking, and sometimes humorous, images. These works are new additions to the portfolio, added as part of a large release this spring.

Giacani's series *Killing Time* is an attempt to capture the complex essence of the modern woman. The frenzied, oversized objects serve to highlight the many demands on a woman's time, whilst the bright colours and model's poses suggest a touch of irony.

*"I am not interested in plain glamour photography but in the complexity of female identity"* - Lucia Giacani.



Killing Time III © Lucia Giacani, Trunk Archive,  
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Indiana and the cigarette © Emmanuelle Descraques, [www.lumas.co.uk](http://www.lumas.co.uk)  
Hélène and the bubble gum © Descraques, Emmanuelle, [www.lumas.co.uk](http://www.lumas.co.uk)  
Indiana frightened © Emmanuelle Descraques, [www.lumas.co.uk](http://www.lumas.co.uk)

Emmanuelle Descraques, whilst still focussing on female identity, approaches the subject in a different way.

In her photographs, Descraques subverts the classic roles of models in fashion photography. Each of her portraits are sparkling and vital, innocent of any form of artful seduction by posing, as used by traditional fashion photographers. Her pictures are also meticulously planned, as is evident from the resulting detail. The works are almost translucent, with every freckle and strand of hair depicted in perfect clarity. The result is a dreamlike quality, reminiscent of the cinematic icons from a bygone era.

Both artists, whilst working exclusively in the realm of modern and contemporary fashion photography, use nostalgia to look back to another, more simple, time.

Descraques is a French fashion and portraits photographer. She has done shoots for high end magazines, *Marie Claire France* and *Schön*, as well as clothing brand *Rendevouz* amongst others. Descraques assisted on Kourtney Roy's exhibition at Le Bal, thus the retro looks in her work are a tribute to her role model and teacher.

### **About LUMAS**

Over the years, LUMAS has been making contemporary photography accessible to a wider audience of art enthusiasts and young collectors - both online and in over 40 galleries around the world. More than 3,000 works by 250 established artists and rising stars deliver a comprehensive look into the world of contemporary art and design. The works are available in hand-signed limited editions of just 75-150.

LUMAS have over 40 galleries around the world, and their UK branch is based on South Molton Street in Mayfair. The LUMAS Website ([www.lumas.co.uk](http://www.lumas.co.uk)) showcases the entire portfolio online, with extensive options to search by colour, theme, technique, content and price. Additionally, the website contains inspiration and in-depth explanation of the many framing and mounting options. All works from the portfolio can be ordered online.