

# MICHEL HADDI

## POP STYLE ICONS

**McArthurGlen Designer Outlet Provence** in collaboration with **ONO arte contemporanea** is pleased to present **MICHEL HADDI - POP STYLE ICONS**. Comprised of some of the famous French fashion photographer's most renowned work, the exhibition depicts the evolution of style through three different decades, all marked by profound historical and cultural changes. For example, the turn of the 1990s, represented by the iconic Kate Moss and the new Millennium. The exhibition also portrays the transition from an analogical to a digital world, and the endless possibilities that this change has created in fashion photography.

Michel Haddi's career has seen many significant moments. An avid reader of *Vogue* as a child, the magazine left an indelible mark on his childhood and was key to Haddi realising his lifelong dream of becoming a fashion photographer. A dream which would one day come true. When he stumbled across a cover of *Vogue* by Helmut Newton, it was love at first sight, a revelation.

In 1981, Haddi finally signs a long-awaited contract. He is commissioned by *Vogue Hommes* for a ten-page photoshoot, which results in a long and fruitful collaboration that takes him to Italy. It's here that he meets Franca Sozzani, Editor of *Lei* and *Per Lui* at the time, who asks Haddi to join her team. Franca later becomes the Editor-in-Chief of *Vogue Italia*, where she remains for more than 20 years until her death in 2016.

Haddi starts to travel a lot as collaborations with *The Face*, *GQ*, *The Sunday Times*, *Tatler*, *British Vogue* and many more renowned publications develop. Some of Haddi's most significant shots, such as those of Uma Thurman, Debbie Harry, the Red Hot Chili Peppers and Kylie Minogue are taken between 1987 and 1989. He moves to America and in New York shoots a series of photos, which appear in American stores, as well as on television advertising campaigns and on various other media outlets. However, it's during the period when he lives in Venice Beach, Los Angeles, that Haddi starts to shoot an increasing number of celebrities from the world of cinema to music, such as Cameron Diaz, Clint Eastwood, David Bowie, Tupac Shakur, Sean Connery and Tim Burton. His work is influenced by photographers such as Cecil Beaton, Irving Penn, Richard Avedon, David Bailey and Helmut Newton, whom Haddi has always admired.

Haddi's intimate and personal outlook is condensed in the shots of sixty celebrities in an exhibition that offers a close look at the work and evolution of contemporary imagery, following the shift from analogical tools, such as the prints and art paper of his early work, to the use of the internet and digital tools. An historical passage for photography, in which only artists such as Haddi have been able to keep an intelligent and innovative style, in an accelerated world and in a cultural environment that changes constantly.

The photos exhibited have been chosen by Michel Haddi and come from an infinite archive of well-known and lesser-known people. Past icons and new cultural models are brought together by Haddi's contemporary and ever-present style. His desire to "create stories" and bring the shot to life is displayed in most of his work, as if the photo has been taken from a film. The images in the exhibition not only describe his personal evolution in fashion photography, but also offer an insight into the internal transformation of the visual culture of glossy magazines during the past thirty years, as well as a snapshot of the visual and popular style in general.

After a highly acclaimed first exhibition at McArthurGlen Designer Outlet Barberino in Italy, during Pitti



the exhibition, **MICHEL HADDI - POP STYLE ICONS**, at McArthurGlen Designer Outlet Provence. Fifteen additional images, some of which have never been shown before, will be displayed in this new exhibition, which focuses on French icons. Actors and actresses, models, singers and cultural icons from the 1980s will be celebrated through Haddi's photography, which also offers a dynamic portrait of French popular culture. The exhibition will also give the audience an exclusive inside view of the fashion and film industry thanks to Haddi's many stories and backstage anecdotes that have been hand-written by the photographer and displayed next to the pictures in an astonishing set-up.