



The Bui Gallery
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FOR IMMEDIATE RELEASE

DAVID LACHAPELLE
WITH: TUAN NGUYEN & YU NGUYEN
SUPERSTYLE

Press Conference: Friday, March 25, 2011 2pm
Opening Reception: Friday, March 18, 2011 7 - 9pm
Exhibition: March 18, 2011 - May 15, 2011

What's Britney Spears doing in the Bui Gallery? What's with Madonna and all the swans? And why is Christina Aguilera wearing a beaded headdress? And how about Vietnamese supermodel Ha Anh? Where does she fit in?

To answer: this year for Photo VN, the Bui Gallery is going for all out POP.

Fame. Fortune. Luxury. Style. Wealth. Prestige. What you see is what you get. Or is it?

David LaChapelle, one of the world's most in demand commercial photographers invites you to step inside his wonderful fantasies and answer yourself.

Mentored by one of the pioneers of Pop Art, Andy Warhol, LaChapelle uses iconic images, in this case, American celebrities, and places them into what he describes as 'film stills'. Each and every one of his shots could be pulled straight out of a feature film. Using extravagant setups, proactive costumes and all the theatrics of a play, LaChapelle creates a narrative in his photographs to create movement in an otherwise still frame.

Not to be missed are the fashion editorials of Vietnamese photographers, Yu Nguyen and Tuan Nguyen. Their images of local icon and UNICEF spokesperson; Ha Anh, provide a contrast to the pomp and circumstance of LaChapelle's work. Yu and Tuan's work is a window into the ever growing Vietnamese appreciation of fashion and idealization of luxury.

And yet, in both series of photographs we find an appreciation of beauty and the aesthetic. After all, isn't that what Pop Art is all about? The immediately satisfying, the visually pleasing, the eye-opening and the fun.

And it's worth looking at how two very different cultures approach this.



DAVID LACHAPELLE "Britney Spears: NYC Street Scene shot in California, 2000, C-Print mounted and with artist's frame Signed"



TUAN NGUYEN & YU NGUYEN

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