

David Alsdorf
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For more information contact:
Polina Fashion LLC
info@polinafashion.com
+1.617.407.5313

Down the Rabbit Hole: A Surreal Journey through Art and Fashion

BOSTON, MA (Sept. 8, 2008) – The relationship between art and fashion receives fresh treatment in David Alsdorf’s new exhibit, which makes its world premiere in Boston on September 19th in association with Boston Fashion Week and South End Open Studios. Alsdorf’s new collection *This is Not Fashion* redefines fashion photography, pushing people to examine the nature of this category of imagery and to confront its meaning.

Alsdorf’s latest collection problematizes our understanding and assumptions about fashion photography. The images challenge the viewer to reconsider the normative representation of the fashion model and the fashion pose. Alsdorf accomplishes this by combining the familiar iconography of fashion with other recognizable photographic styles – such as the mug shot – and by altering images with hand-drawn and photographic superimpositions.

According to Alsdorf, the exhibit differs from other fashion photography, “because it is focused, in a number of ways, on the personhood of the models and those elements of an image that we are quick to label ‘fashion.’ I’ve intentionally layered other drawings and photographs on top of the images in a way that is not meant to appear seamless, to draw attention to these elements.”

The contrasts amongst high fashion, color, pose and background are highlighted in this visual sensation. Alsdorf questions the boundaries of what we call fashion photography, with everything from highly glamorized mug shots to models posing against chain link fences considered fair game.

The series features clothing provided by Turtle and local celebrity favorites, including models from Boston’s top agencies and a portrait series of Jacquie Bruno, Miss Massachusetts USA 2008.

This is Not Fashion opens for Boston Fashion Week on Friday, September 19, with a reception at Turtle (619A Tremont Street, Boston) from 5-7 PM. The opening continues during South End Open Studios, Saturday September 20 – Sunday September 21, 12-5pm. The exhibit will remain on display through Sunday, October 19.

For more information on the exhibit and more about photographer David Alsdorf, please go to <http://www.davidalsdorf.com>. To RSVP for the opening weekend event please email rsvp@polinafashion.com with date and time of desired attendance.

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