

BESPOKE FEATURE

Agenda, September 2009

“AWARENESS IS A SERIOUS WEAPON” (AGENDA)



“Awareness is a serious weapon”

Pictures prevailing words, Agenda's obsession with people and their relationship with the environment is his true confession.

Driven by curiosity in unique human qualities, an innate ability to bring 'the inside out', Agenda began to utilise the camera in 2005 to capture people and bring his social observations to life. With early experience assisting Peter Searle, Agenda's unique observational portraiture has achieved exceptional results in many studio environments.

Producing strong, timeless imagery with all age subjects, the spirit and spontaneity of children is perhaps, a theme that is closely celebrated in Agenda's work. Agenda's reputable affinity with 'little ones' captures the spirit of young people with incomparable edge.

With an extraordinary ability to transform outdoor locations into surreal studio space, natural elements present a poignant inspiration to Agenda's work. A relentless eye for unexpected outdoor settings sets the barometer for Agenda's wide angled style, intimately engaging subjects in their outside environment a true established trademark.

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