

# HUNGER

*Photography*

LORENA LOHR

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Photography by Lorena Lohr

Photographer Lorena Lohr's lens captures small moments throughout her many travels. Her work has a relaxed quality able to demonstrate beauty, often in the mundane, through her unusual framing.

It is with this same unique eye that she has shot all of London shoe label Mr Hare's campaigns to date. Tomorrow night the man behind the brand Mr Marc Hare will be hosting the first ever exhibition of her work. The showcase will include 40 specially selected images,

which will be available in editions of 12 prints, to purchase on the night.

Speaking about the photographer Marc Hare explained, "I have always loved Lorena's work because countless times I have looked at the same things but somehow when she looks at them they become the beautiful centre of their very own universe. Her colour palette seems to appear out of nowhere and every thing she photographs becomes a hero. For a 23-year-old her pictures appear to have lived a lot longer."

We managed to grab a few words with this talented artist ahead of the show.

## HOW DID YOU GET INTO PHOTOGRAPHY

Same as most people, I wanted to record where I was and who I was with – then saw that I was good at taking photos.

## WAS THERE EVER ANYTHING ELSE THAT YOU WANTED TO DO?

I also make desert-themed oil paintings. I think about being a truck driver or a lounge singer.

## HOW WOULD YOU DESCRIBE YOUR PHOTOGRAPHIC STYLE?

It's not for me to say, you can say.

## YOU SEEM TO TRAVEL A LOT FOR YOUR PHOTOGRAPHY – WHERE IS THE

MOST MEMORABLE PLACE YOU HAVE BEEN?

On the Arizona highway, the first time I was in the desert. The bus broke down and I hitched a ride on an eighteen wheeler to a Texas-Mexico border town.

YOUR WORK OFTEN SEEMS TO CAPTURE ELEMENTS OF THE MUNDANE – WHAT DO YOU LOOK FOR WHEN CREATING AN IMAGE?

I don't have any expectations – everything merges together and forms an image. Afterwards I can see certain motifs repeated in the photos but I don't set out to find these things.

CAN YOU TELL US A BIT ABOUT THE IMAGES YOU BE SHOWING IN THE EXHIBITION?

It's a selection of everything so far, there are about 40 photos. They can be viewed together or as separate entities. They are mainly American.

DO YOU ENJOY FASHION PHOTOGRAPHY AS MUCH AS YOUR PERSONAL WORK?

I enjoy taking photos of anything, I can take a good photo of anything. I don't see any of the work I've done as 'fashion' photography. It's different work in that normally I don't take that many pictures of people but I like to look at people in a figurative sense and it's an engaging sort of mathematically to work with the gestures and angles of something that is alive and moving.

The exhibition will be open on Tuesday 10th December, 6.30pm – 8.30pm, Club Row at Rochelle School, Arnold Circus, London E2 7ES

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