

Current projects Interview with Camilla Åkrans

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Camilla Åkrans is one of Sweden's leading fashion photographers. She has worked for several international magazines - including Vogue, Harpers Bazaar and Industry. In the autumn of 2005, the French fashion magazine Numéro was looking for photographers with a strong visual impact and extensive sense of fashion and discovered her portfolio. When her first spread in Numéro was out, other magazines lined up and in no time Camilla Åkrans was established in the male-dominated elite of fashion photography. During the Mercedes-Benz Fashion Week Berlin her photos will be on show at the gallery Swedish Photography in Berlin.

- Your photographs are acclaimed for their strong artistic skills. Do you consider fashion photography as an art form?

- Everything is in the eye of the beholder - I work with pictures and it's up to the viewer to decide whether it's art or fashion photography. The boundary is diffuse and there is no need to be categorical. You also have to take the context into consideration; you might not experience a photo in the same way when you see it in a magazine compared to when you see it in a gallery.

- What advice would you give to someone who wants to be a fashion photographer today?

- When I was young I wanted to be an artist or graphic designer. By chance I made my student internship in a photo studio, and after that there was no return. You can't really study fashion photography - you have to learn it by starting working as an assistant, as I did. You have to get to know the fashion world, the people in it and how it works. Being a fashion photographer is about so much more than just acquiring technical skills. Fashion photography is not about documenting reality, but creating an illusion and a vision. That vision can't be taught at any school, it can only emanate from the photographer.

- Where do you find your inspiration?

- In many places. The fashion world itself, of course. A specific mood in a fashion show can capture me, like old fashion photos. Music is also a big source of inspiration. But I think that what really inspires me the most is cinema.

- We see more and more moving images in the fashion world. You have for example made a short film for Filippa K. Will you consider making more fashion films in the future?

- I don't see myself as a traditional film director, but with the new technology it's so much easier to make films. The difference between taking a photograph and making a film today is so much smaller, since you can almost use the same equipment. There will definitely be more fashion films in the future, and I look forward to being part of that evolution.

Fashion! Photography by Camilla Åkrans

20-29 January, Opening 20 January 7 pm, German speaker: Nadine Barth,
Editor

Curated by Michelle Marie Roy, curator Fotografiska <http://fotografiska.eu>,
Stockholm.

Gallery Swedish Photography, Oranienburger Str. 27, 10117 Berlin

Open: 12-7 pm, closed: 24 and 25 January

www.swedishphotography.org

Accreditation for the opening http://silk-pr.org/swedish_photos

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