

Gavin Bond: Music

21st Century
Rock 'n' Roll Royalty

Idea Generation Gallery

23rd February – 21st March 2010

Private View: 22nd February 6.30pm – 8.30pm



Bono
© Gavin Bond

New exhibition of maverick photographer's work provides an unparalleled insight into the lives of some of the generation's biggest stars: from **U2** to **The Killers**, **Kings of Leon** to **Katy Perry** and **Green Day** to **Grace Jones**

Gavin Bond is one of the UK's most successful contemporary photographers having shot highly intimate and exciting images of many of the last decade's most celebrated icons. From **phenomenal front covers** for leading music magazine **Q** and fashion magazine **GQ**, through arresting imagery for **hit HBO dramas**, to behind-the-scenes reportage of catwalk shows and concerts around the globe, Bond's work has captured the hip zeitgeist of the Noughties.

This new exhibition of music photography brings **never before seen images to the UK**, allowing music fans to get up close and personal with **contemporary rock greats**. Bond's distinctive style gets beneath the skin of his subjects to reveal personalities, emotions and moments usually unseen in public.

From stunning personal portraits of legends such as **Grace Jones**, **Ozzy Osbourne** and **Steven Tyler** to innovative sequences of bands such as **The Killers** and **U2**, Bond's images, shot from dressing room to stage, demonstrate the elaborate talent that has propelled him to the top of the industry.

The extensive portfolio brings together 'behind-the-scenes' shots of bands on the road, images of live performances at some of the world's biggest music events, innovative studio shots and intimate personal portraits to create a visual record of the last ten years in music.

Idea Generation Gallery Manager, Eloise Rowley, commented:

"Gavin Bond's photos evoke many of the greatest popular cultural photographers of our time. His portfolio of work stands alongside world renowned photographers. It is a privilege to host the first exhibition of his music photography."



Grace Jones
© Gavin Bond



Steven Tyler
© Gavin Bond



Roger Daltry
© Gavin Bond



Johnny Borrell
© Gavin Bond

Bond, a graduate of London's infamous **St Martin's Lane School of Art**, made his name primarily in the fashion sector, coming to prominence for shooting from the hip to capture fashion in an unstructured and refreshing way. It was Bond's images from catwalks, backstage and the after parties across the world that brought his name to the forefront in critics' minds.

Bond's own star status grew organically as he moved into editorial work for leading fashion publications worldwide. Major corporations, such as **Sony, Universal Pictures, Channel 4, LG, VH1, MTV, HBO, Bank of America** and **PETA** have looked to seize upon Bond's energy in booking and commissioning the now New York based photographer for high profile campaigns.

In 2007, the photographer collaborated with Guy Hepner to produce Volume I, a portfolio of 12 prints, housed in an artist designed clamshell box. The portfolio was such a success that it sold out in four days and went on to be put up for auction at both Christies in London and Phillips de Pury in New York. November 2008 saw the release of Volume II, another stunning collection that was equally successful. Bond is currently on a world tour with universally recognised band **Green Day** to create his first book, released at the end of this year.

Gavin Bond commented:

"After being in New York for 11 years I am truly excited to come back to where it all started, to have my first show on home turf as it were. The industry is changing very quickly, its so important for me to grasp as much of what the future holds in multi-media, it is a big learning curve and always a challenge but very exciting and rewarding at the same time. The diversity in what I shoot is key to keeping things interesting, as they say variety is the spice of life"



The Killers
© Gavin Bond



The Killers
© Gavin Bond



The Killers
© Gavin Bond



No Doubt
© Gavin Bond



No Doubt
© Gavin Bond



No Doubt
© Gavin Bond



Kings of Leon
© Gavin Bond



Kings of Leon
© Gavin Bond



Kings of Leon
© Gavin Bond

Dates:	23 rd February – 21 st March 2010	Private View:	22 nd February 2010: 6.30pm – 8.30pm
Address:	Idea Generation Gallery 11 Chance Street London E2 7JB	Tube:	Liverpool Street or Old Street
Opening Hours:	Monday to Friday: 12pm - 6pm Saturday & Sunday: 12pm – 5pm	Price:	Free
		First Thursdays:	Open to 8pm

Editor's Notes

Idea Generation

Idea Generation was founded in 2001 around a simple proposition: find something you enjoy doing – and then try to do it better than anyone else.

Eight years on, Idea Generation now stands as one of the UK's leading arts, entertainment and cultural PR agencies - having worked with, for, and in support of some of the most exciting projects, people, institutions, fairs, festivals, tours, exhibitions, books, magazines, films, gigs, auctions, launches, parties and premieres across the UK and the world.

In 2008, Idea Generation embarked on its biggest and most ambitious project to date: by opening its own gallery space in the heart of Shoreditch. With a soaring 50 foot wall and over 200 square feet of gallery space, the Idea Generation Gallery is one of Shoreditch's biggest exhibition spaces.

Gavin Bond

Gavin Bond is man behind the lens for much of the world's best fashion reportage. A graduate of London infamous St Martin's Lane, he spent much of the '90s backstage at the fashion world's biggest runway shows and hottest after parties.

His portfolio bursts with spur of the moment, never to be captured again images of some of the world's most recognised models and celebrities. He recently undertook a reportage project backstage for the Victoria's Secret Lingerie Show, known as the world's most flamboyant and colourful catwalk event. The images were subsequently published in GQ to critical acclaim.

Bond's magic is in showing the flip side to the persona the viewer grows used to seeing. Perhaps it is the way the subject stands, or being caught applying lip gloss moments before hitting the stage, Bond enlightens our understanding the of fashion and celebrity world's with the frankness and speed of his unrestricted lens.

Artists Photographed

- Aerosmith
- Angus Young
- Coldplay
- Green Day
- Grace Jones
- Katy Perry
- The Killers
- Kings of Leon
- Ozzy Osbourne
- Razorlight
- Scott Weiland
- Pussy Cat Dolls
- Girls Aloud
- Gwen Stephani
- Janet Jackson
- Steven Tyler
- No Doubt
- U2
- Bono
- Roger Daltry

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www.ideageneration.co.uk

For:

- Online press office
- Gallery information
- Company contact details

www.gavinbond.com

For:

- Additional information

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