

NEWS RELEASE

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-FOR IMMEDIATE RELEASE-

***Art and Fashion* Exhibition Now on View at Rosenbaum Contemporary in Boca Raton**

BOCA RATON, Fla.— *Art and Fashion*, an exhibition featuring fine art fashion photographers Simon Procter and Greg Lotus, is now on view in Rosenbaum Contemporary's Boca Raton, Fla., gallery (150 Yamato Road) through October 6, 2018.

The *Art and Fashion* exhibition seeks to renew the dialogue of high-fashion aesthetics within a fine art context. Dispelling the notion of fashion photography as solely a commercial product, the photographers in *Art and Fashion* break from the traditional advertisement-driven emphasis and expand the craft to explore a more classical fine art direction.

Simon Procter incorporates his education in painting and sculpture in a technique that captures and documents the grand scale of fashion shows and the architectural spaces in which they take place. This signature synthesis of fashion photography and classical painting composition distinguishes Procter's work, which work has been featured in publications such as *V Magazine*, *Vogue Nippon*, *Harper's Bazaar* and *The New York Times*.

Greg Lotus reinterprets light and shadows through elegantly captured, evocative angles and masterful composition. Inspired by a range of sources, from personal life experiences to classical paintings, he uses uncommon elements that link the rarefied atmosphere of the fashion industry to the natural world. His distinctive style of photography has graced such publications as Italian *Vogue*, *Vanity Fair*, *GQ*, *L'Uomo Vogue*, and *W* magazine.

Art and Fashion can be viewed during regular gallery hours, Tuesday through Saturday, 10 a.m. to 5 p.m. A special viewing will also be held for attendees of South Florida International Fashion Week's Boca Raton runway show, to be held at the gallery on Sept. 26. Additional information and tickets for this event, benefitting Fashion for a Cause, can be found at sfifw.org.

Rosenbaum Contemporary, founded in 1979, is based in Boca Raton with a second gallery inside the St. Regis Bal Harbour Hotel in Miami. The gallery caters to international collectors interested in investment-quality works by Postwar, Modern and Contemporary masters and presents nationally recognized museum-level exhibitions throughout the year. The gallery also offers a wide range of free services to collectors worldwide including acquisition advice, art consulting, sourcing of artists, art collection building and management and resale of select works of art.

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High-res. photos available upon request from Julie Kolka, Web/Marketing Manager,
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SIMON PROCTER, *Chanel Arcadia, Spring/Summer, Paris 2017*; C-print; 39 3/8 x 97 1/2 inches (100 x 247.5 cm); Edition of 10 + 2 AP



GREG LOTUS, *Paper Do, Italian Vogue*; 2011; Fiber-base cotton paper with matte finish; 57 3/4 x 42 inches (146.7 x 106.7 cm); Edition of 40