

ROSENBAUM

contemporary

SIMON PROCTER

Simon Procter (1968-) was born in Lancashire, Northern England, and raised in a small mining and industrial village in Yorkshire. He has studied fine art for many years, originally focusing on both painting and sculpture, and holds a B.A. Honors degree in Fine Art from Trent University, UK. He moved to Paris in the late '90s and, while doing a variety of odd jobs in the city, met one of the associates at *Visionaire*. Thereafter, Procter took up photography and used his unique fine art aesthetic to develop a photographic technique that captures and documents the grand scale of a fashion show and the architectural space in which it takes place. This synthesis of fashion photography and classical painting distinguishes Procter's work. His first fashion photography endeavor was shooting a Dior show from 100 feet above the runway. The resulting images were published in two major stories in *V Magazine* and exhibited at Colette, with a sponsorship by both Armani and Prada. Within a year, Procter shot an international Nike campaign. His photography has been featured in *V Magazine*, *Vogue Nippon*, *Harper's Bazaar* and *The New York Times* and is held in gallery and museum collections worldwide. In addition, he has produced works for The Boston Museum of Fine Art, Nokia, Marriot Hotels, Adidas Y-3, L'Oréal Paris, Christian Dior, Armani, Chanel, Stella McCartney and many others.