

FREE Information sheet. Please take one.

LOVE ME

Zed Nelson

4 March to 29 May 2011

LOVE ME reflects on the cultural and commercial forces that drive a global obsession with youth and beauty. Over a period of five years Zed Nelson visited eighteen countries across five continents, photographing cosmetic surgeons, beauty queens and bodybuilders alongside everyday teenagers, housewives and businessmen. In this extensive cross-cultural investigation, we see an annual prison beauty contest in a South American penitentiary, Iranians undergoing nose jobs in Tehran and female staff at a Russian nuclear agency competing for the title of 'Miss Atom'.

The project explores a new form of globalisation, where an increasingly narrow Western beauty ideal is being exported around the world like a crude universal brand. Whilst Nelson's subjects appear willing participants in an widespread culture of bodily improvement, they might equally be considered hapless victims - at the mercy of larger social forces and locked into an insatiable craving for approval. As the subject's frailties and pretensions are exposed, so too are we the viewer: our motives for looking, for inspecting, along with uncomfortable reminders of our own vanities and insecurities.

To find out more browse our reading table or come along to Zed Nelson's free artist talk on Saturday 16 April 2011 at 2pm. Booking is recommended.

Publication LOVE ME the book is available to buy from our shop priced £29.95.

Zed Nelson (born Uganda, 1965) gained international recognition during a decade spent as a documentary photographer working in some of the most troubled areas of the world. His seminal project *Gun Nation* was exhibited worldwide, awarded five major international photography prizes and published as a book. Previous awards include the Visa d'Or at the International Festival of Photojournalism, France, 1998; first prize in the World Press Photo Competition, 1997, and the Alfred Eisenstaedt Award, USA, 1999.

An Impressions Gallery Touring Exhibition developed in partnership with Ffotogallery, Wales.



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