



Graeme Mitchell

AGE: 27

BORN: Manitoba, Canada

RESIDENCE: New York, NY

EDUCATION: Oregon State University,
Corvallis, OR

CLIENTS: Covet clothing, Portland
Monthly, Zink magazine, Adidas

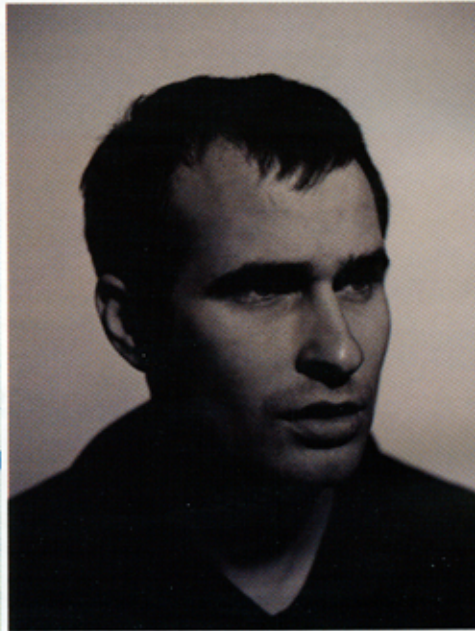
Ten years from now. Graeme Mitchell sees himself sitting on a great big porch surrounded by dogs, taking it easy. In the past, he's lived in various small towns in the Pacific Northwest, studied literature and philosophy in school, raced bicycles and even coached alpine skiing. As of this writing, he is traveling abroad, with plans on visiting his sister in Bolivia. So what does he do when he's not living life to the fullest? He's based in Manhattan, focusing his energy and talent on shooting fashion and portraiture. And quite well, I might add.

"I've been told my work is both edgy and refined," Mitchell says. "Personally speaking, I'm enthusiastic about traditional black-and-white work, lighting, having fun with, but at the same time challenging, my subjects, working with my talented team, and never compromising."

Mitchell says he always shoots film, unless "the particular project makes a strong argument for digital," loves large format (4 x 5 and 8 x 10) and has been influenced by the work of an older generation of photographers—like Penn and Avedon—that he always considered to be refined and based on ideas and concepts.

In turn, he says he has very specific ideas himself and knows exactly what he wants to do when he has a job. Take, for example, a recent fashion shoot for *Zink* magazine, where Mitchell photographed the models "white on white"—all white clothing on a white background. "I wanted something delicate and simple," he explains, "something different to make the images stand out more." At first, Mitchell toyed with the idea of using a heavy face powder. But 30 minutes later, after a lot of brainstorming, he and his production team purchased flour at a local Whole Foods grocery and applied white streaks to the model's faces, arms, legs, etc. Delicate and refined had suddenly become a bit more edgy and interesting. Says Mitchell, "For me, a good fashion shoot is like that...it's really collaborative, and in the end, really satisfying."

—Jacqueline Tobin



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