

imagine

Umberto Stefanelli, Italian photographer, developed his artistic skills in New York, where he lived for several years and where he began to express his creativity, with his very own personal style of photography, re-elaborating his images using innovative techniques.

He created vibrant pictures for the fashion designer Piercuture, who designed clothes created with natural hair (an artistic project promoted by **L'OREAL**).

He collaborated with **LEVI'S STRAUSS** to prepare an advertising campaign, creating two **Polaroid** collages entitled "Dina wore them" and "Leveyes".

He also collaborated with **YOUNG & RUBICAM** in New York to a special advertising project entitled "**Artvertising**".

During the year 2000 his work was published in the book "**Fashion Photography Now**" (Harry N. Abrams, Inc. – New York), a compilation of some of the most innovative and provocative fashion photography of the past years.

Since June 2003 a selection of his images is included in the **Polaroid Collection**, one of the most prestigious Art Collection in the USA.

Following on from his experience in the USA, he discovered new horizons in Japan, with its colour and light, which conditioned a further transformation in his photographic art, closely tied to the magical instant developing of Polaroid film.

During the year 2004, in Atami and Tokyo, took place two exhibitions (in cooperation with **Nippon Television**) "**Celebrating the 30th anniversary of ZOOM INTERNATIONAL**" and Umberto Stefanelli was one of the ten photographers selected to exhibit his work.

Between January 2005 and January 2006, Umberto Stefanelli was invited, at the **Milan University - Politecnico**, to give three conferences entitled "The Creative Photography between Avant Guard and Tradition".

Since January 2006 a selection of his images is included as part of the **Brescia National Museum of Photography**.

His work was published by many national and international magazines.

On September 2006 he collaborated with **NOKIA** on a multimedia project, creating works of art using the built in digital camera of a mobile phone.

On November 2006, it was presented his book: "**...I stand at the door and knock**". A monograph, published by **Grafiche Vianello**, a multi-ethnic journey trough the new generations, a kind of photographic flashback, realized at the time of the announcement of the Pope's death, **John Paul II**.

Every single image is unique and as a result of the fusion between gelatine film and the paper support, which is decorated with gold plated, silver leaves or different kind of papers, elaborated depending on the forms and colours of the original image.

A carefully studied creation, which demands time and a craftsman's touch.

Each resulting piece of works is unique, alive and vibrating, strongly three dimensional, characteristics which have made Umberto Stefanelli one of the most innovative portrait photographers on the international artistic scene.

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