

A R T /
I N N O V A T I O N

PART II



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actors, political
individuals can h
ing or ensuring their own se
Anthony M., 2018). One of the m
global Non-Traditional Security risks is the
COVID-19 pandemic. This worldwide health crisis
has resulted in an unacceptably high number of deaths
and a significant economic impact.

Securitization theory, which is employed as a frame-
work analysis, is the basic theory that underpins the
analysis in this study. Securitization developed from
Copenhagen School (COPRI – Copenhagen Peace
Research Institute) of security studies pioneered by
Barry Buzan, Ole Weaver and Jean De Wilde (1998).

issue. The ins...
ing actors who play a role in declaring something
that is existentially threatened. The government,
represented by high-ranking officials, lobbyists, and
even pressure from a group are all examples of securi-
tizing actors. Next is the issue or threat that potential-
ly brings harmful effects towards peace and stability
of the country and lastly is the reference object or who

ARTe: Art & Expression
Presents

ART / *INNOVATION*

PART II



Volume 5
Published: September 2023

Published by:
©UiTM Perak Press

eISSN 2805-5071



Cawangan Perak



galeri
al biruni

art^e
Art and Expression



JABATAN SENI HALUS
FAKULTI SENI LUKIS & SENI REKA
UiTM CAWANGAN PERAK

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Perpustakaan Negara Malaysia

Cataloguing in Publication Data

No eISSN: 2805-5071

Cover Design: Nur Muhammad Amin Bin Hashim Amir
Typesetting : Syed Alwi Bin Syed Abu Bakar (Dr.)¹
Aznan Bin Omar (Dr.)²



INTRODUCTION

ARTE: Art and Expression is a biannual book monograph series, published under the collaboration of the Program of Fine Arts, College of Creative Arts, UiTM Perak Branch with Galeri Al-Biruni under the supervision of Universiti Teknologi MARA, Malaysia. 'ARTE' is an amalgamation of the English word 'Art', and Malay word, specifically Perak slang 'Ate' which translate as conversation starter. 'ARTE' uses the concept of book chapter that platforms art enthusiasts to express their inner-creativity in the form of literal conjectures.

VISION

To promote art and expression as aspirations towards stylistic and artistic practices.

MISSION

- To enhance the culture of research and academic publication among academic and artists for international recognition.
- To promote intellectual, cultural and knowledge sharing through artistic expression.
- To celebrate the diversity and differences in arts practices thus, creating an intellectual platform for artist, to express their interest, in art

PUBLICATION FREQUENCY

Biannual Frequency: Two (2) books per year (March and September)

e-ISSN No.
2805-5071

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FASHION PHOTOGRAPHY

1950's to 1990's Movement Era
a chapter by

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Introduction

Fashion Photography; Movement Era

Fashion is a style in which people try to represent and express themselves to the public either through the sense of apparel, accessories or lifestyle. Photography is a media used to deliver the fashion's content represented from one theme to the rest of the audience. Fashion photography combines two approaches where people express their characters and passion in styles and art designs successfully through pieces of image. With good surroundings, nice outfits and correct style of fashion will somehow produce breathtaking and elegant images, making the audience feel appreciated in sense of fashion and photography. For a while now, fashion photography has given the impression that it is avoiding unambiguous aspirational concepts as a solution to the problem of contemporary identity. However, today it goes even further. According to Rene Habermacher (2013), 'fashion photography is an expression of momentum.'

Innovation in Fashion Photography

Believe it or not, fashion photography has gone through vast changes from images with unknown people in good attire to celebrities and supermodels portrayed in edgy posing and unimaginable concepts with high quality photograph outputs. Believe it or not, fashion photography started with an illustration by hand before it changed to a piece of image, thanks to the idea of Conde Nast who brilliantly hired German photographer, Baron Adolph de Meyer (1868-1946) to capture the

portraits of models, actresses and aristocrats of that era to be published in Vogue magazine which later started the revolution of fashion photography until now. Figure 1, for example shows one of the earliest genres in fashion photography, using illustration as technique to portray the daywear styles for women, resulting in limited readership. Since then, the introduction of printing processes in the 1980's changed everything including how the photography industry has revolved with photographs printed on the same page as text, resulting in wider reaches.



Figure 1: Douillette de Soie, *Journal des Dames et des Modes* (1816) Victoria and Albert Museum, London Fashion plate showing women's daywear by illustration.

New techniques of photography and the digital era knocks into the industry and helps this genre to grow with modern approaches, settings, devices and styles which has made fashion photography one of the leading categories in the industry and Identity

The 1950's Fashion Photography

It is all started in the 19th century where a constant technological and expressive evolution began its manifestations with the elements of aesthetics, technical and methodological iconographic language booming in fashion photography. Since then, the concept of fashion photography has been transformed into an art form, and several time periods changed and generated public consecration because of the unusual trans-disciplinary factors that took to portraying this genre.



Figure 2: *The New Look, London* by Norman Parkinson (1949)

The World War II and 1950s era changed the fashion photography industry into a depressing business where the world faced lack of materials, designers and models, while people had lost interest in fashion styling and trend because of the huge tragedy of uncertainty during the war.

Back then, the images from fashion photography only appeared to be minimal and as simple as possible, mostly showing the events of the photo shoot to resemble the concept. For example, Figure 2 of *The New Look, London* (1949) is one of the greatest fashion photography artwork by the talented Norman Parkinson which captured two female models in quant dress styles swinging in London. The formality of portrait and fashion photography had been stifled by the time Parkinson entered the field, but he broke new grounds by injecting

a relaxed and informal elegance into the genre. Typically, the 1950's style in fashion photography attempted to portray immaculate, graceful, chic concepts which exactly illustrated the era of post World War II where many war-torn countries were still rebuilding. This encouraged the concept of consumerism deployed in the movement.

The 1990's Fashion Photography

The 1990s, famously known as the golden decade, the world had been introduced to the confluences of analogue with digital, game consoles, portable CD players, and in fashion- the 90s styles of a very distinct looking fashions. The 90's fashion decade was also influenced by the emergence of supermodels, TV celebrities, and A-listers who rocked the 90's latest looks on the red carpet, movies and music clips (Escalante, 2022). In other words, the 90's era turned almost Mannerist. The trend of individual styles of photography rose in this era, whereby each of them tried to introduce their own brands by doing something extraordinary for popularity. Thus, Ellen von Unwerth (1954) started to introduce her unique brand of erotic feminist, while Peter Lindbergh (1944) being known for his monochrome images (Figure 3) became famous after he published the 90's supermodel of Chisty Turlington, Cindy Crawford, Naomi Campbell, Linda Evangelista, and Tatjana Patitz as cover for the Vogue January 1990 edition. Meanwhile, Steven Meisel (1954) and Mario Testino (1954) entered the industry with their very own styles of provocative and luxury realism photography concepts respectively.



Figure 3: Naomi Campbell, Linda Evangelista, Tatjana Patitz, Christy Turlington, and Cindy Crawford shot by Peter Lindbergh (1990) for British Vogue

Forty years on from the 50's till 90's witnessed huge changes in the industry, whereby the innovation from conceptual and themes for the production moved to more realistic, model posing scenes from acting to reality, and fashion involvement went through from neat to unprejudiced and became more open in accordance to the moving trend and styles.

Chronological Orders of Fashion Photography in 1950's to 1990's

From the 1950s to the 1990s, the field of fashion photography went through a period of great innovation and development, which was a reflection of the shifting cultural and aesthetic landscape. In the 1950s, the fashion photography industry witnessed the arrival of legendary photographers such as Richard Avedon and Irving Penn, both of whom adopted a more realistic approach to their work. They abandoned the conventional studio settings in favor of shooting outside in natural settings while also experimenting with active poses and kinetic movements. The decade of the 1960s saw the

beginning of the British invasion of the fashion photography industry. Photographers such as David Bailey and Terence Donovan, shown in Figure 5 below were responsible for popularizing a new and youthful look that perfectly encapsulated the spirit of the swinging sixties and the mod culture. However, the decade of the 1970s saw a shift in fashion photography towards a more seductive and glamorous aesthetic. Both Helmut Newton, shown in Figure 4 below and Guy Bourdin are known for creating works that are both sexually suggestive and surreal at the same time. These two photographers are known for pushing the boundaries of what is considered 'acceptable' in the art world. The 1980s, later was known as the decade of extravagance as well as the height of high fashion. Photographers like Herb Ritts and Bruce Weber put a strong emphasis on portraying a sense of luxury and richness in their photographs by using vivid colors, dramatic lighting and celebrity endorsements in their works.



Figure 4 : Woman Examining Man shot by Helmut Newton (1978)



Figure 5: Twiggy, shot by Terence Donovan (1966) for *Woman's Mirror*

Innovation Continues

In these four decades of fashion photography, countless differences and changes has helped this industry to grow and become one of the leading industries in the world. It has also become a great communication tool to advertise not only the collection from fashion brands, but also the concepts and lifestyles as well, contributing to updated fashion consciousness and increased consumerism. Technology has contributed greatly to make these categories alive and come close to the audience. With new equipment's, new technical options available in photography and videography, and the wide use of social media as part of the source of information are pushing photography industry further. Although the methods of picture creation now in use is one that is ripe for more innovation; nevertheless, it has not yet defined itself in any clear way.

In conclusion, the decades spanning from the 1950s through the 1990s were marked by an extraordinary amount of invention and transition within the industry of fashion photography. Photographers during these decades have pushed the frontiers of creativity by adopting new ways of working, styles and technologies in order to capture the spirit of fashion and represent the shifting cultural landscape. The advancements that were made in fashion photography from the 1950s through the 1990s has had a significant impact on the industry as a whole, transforming the way fashion had been perceived and presented. These photographers' innovative creative visions, eagerness to experiment with different styles and techniques and courage to defy established norms continue to influence and mould the world of fashion photography in the present day.

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Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

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