

blag

PASSION & PATIENCE

ONLINE EXHIBITION FEATURING ART AND PHOTOGRAPHY WORKS BY
SALLY A. EDWARDS & SARAH J. EDWARDS

STARRING JULIAN CASABLANCAS, ADRIEN BRODY, BEASTIE BOYS, JAMES MCAVOY, JOSEPH FIENNES, JOSH
HOMME (QOTSA), MGMT, JAIME WINSTONE, SEAN FARIS, GAVIN TURK, PHOENIX,
BROKEN BELLS, RUPERT GRINT,
DANNY MASTERSON, JESSE HUGHES (EODM) AND ED HOGG

www.WeAreBLAG.com/PassionandPatience.html

BLAG announce 'Passion & Patience' their first ever online exhibition featuring photography by Sarah J. Edwards and art by Sally A. Edwards in association with Opus Art.

Now opening to the public 'Passion & Patience' will see extremely limited edition works for sale, featuring portraits of some of music and film's award winning and finest talents.

Adrien Brody
Beastie Boys
Broken Bells
Danny Masterson
Ed Hogg
Gavin Turk
Jaime Winstone
James McAvoy
Jesse Hughes (EoDM)
Joseph Fiennes
Josh Homme (QOTSA)
Julian Casablancas
MGMT
Phoenix
Rupert Grint
Sean Faris

Hospital for Broken Bells.

Art in the show is by Sally A. Edwards and will feature five unique graphic pieces taken from the latest edition of BLAG. Paper Cut is a layered graphic of intricately laser cut paper. Passion & Patience, The Mark Of..., You & We are all screen prints and the show poster is a souvenir piece for the exhibition.

"We're very honoured to continue our collaborative approach to working with talent on this new project for BLAG. Shooting these kinds of talents is still a dream come true for me and being able to present these unique images traditionally with the expertise of Bayeux and Opus is very exciting," says Sarah. "It's also great to be able to show the craftsmanship and influence I put into the magazine design in its original form," added Sally.

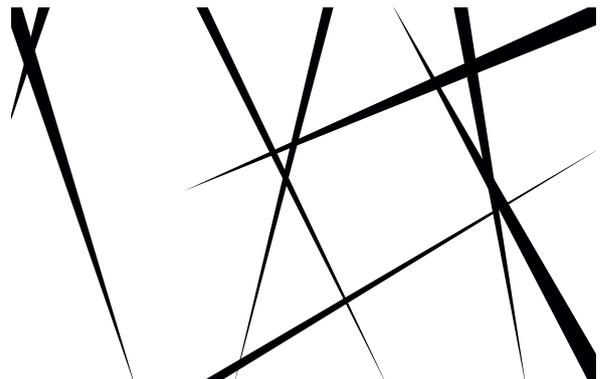
The show will be co-hosted by Opus Art, making all products available to purchase on both www.WeAreBLAG.com/PassionandPatience.html and www.opus-art.com

"We're thrilled to be working with BLAG on the Passion and Patience exhibition. The show celebrates creativity, with intimate portraits by Sarah J. Edwards of home-grown talent – such as



All shot on medium format film by Sarah J. Edwards exclusively for BLAG. All portraits are personally approved by each subject and have appeared in BLAG, as covers or main features and will be produced in a bespoke made-to-order fashion.

Talents featured have chosen their favourite charities for which BLAG will donate a % of funds raised. These include: Patrick The Optimist for Phoenix, Humane Society of New York for Adrien Brody, Oxfam for James McAvoy, Nordorf-Robbins for MGMT, House of Fairy Tales for Gavin Turk and Great Ormand Street



Gavin Turk and James McAvoy alongside international stars Adrien Brody, MGMT and Beastie Boys and original art pieces by Sally A. Edwards. Both run the magazine, and have created the unique pieces for the exhibition," said Emma Poole, Director, Opus Art.

THE EXHIBITION

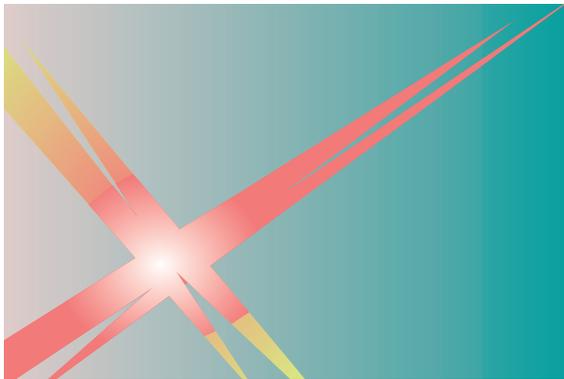
Using the mediums of large scale photography by Sarah J. Edwards and art by Sally A. Edwards, Passion & Patience will explore the ownership of pop culture by making the works of the magazine available publicly as art. It will examine prediction as opposed to retrospect.

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It will ask the questions, does this work – with such a rich influence, set-up and time consuming arrangement – have to live entirely in a printed book or online anymore? We will investigate the perception of BLAG as "just a magazine."

Via photography Passion & Patience will present portraits of those with genuine talent who we believe deserve to be celebrated. Their



success is and will be in large down to their own passion and patience. This will be juxtaposed with art pieces, which would if they had originally existed be used as source material.

As a photographer, Sarah presents her subjects as future icons, influenced by the laid-back iconic reportage images of Steve McQueen, Paul Newman and Robert Redford. Her work challenges our relationships with celebrity and paparazzi culture by creating intimate, carefully orchestrated natural set-ups, capturing an entirely different energy. Using medium format film, she takes influence from film direction to create each shot, as if a still. She admires the works of Robby Müller, Wes Anderson and Paul Thomas Anderson.



As art director Sally creates each edition of BLAG in a non-formulaic manner, using a number of influences from reflections, light, shadows, energies, high-end fashion to cubism. She

provokes the idea that a magazine shouldn't retain strict rules such as limited word counts or images, but chooses to let each story flow naturally – that said her design style is incredibly strict. She creates bespoke thematic art based pieces to run throughout each edition from abstract to script poster inspired typography.

She draws on inspiration from the innovative yet precise methods of European design and art of the 50's and 60's, looking at works



of the era such as 'Design' magazine. She agrees with Rómulo Macció's style of working which was defined as 'Pleasure in the strictly objective is always tempered by a light decorative touch, which lends his work its personal note.'

BACKGROUND

BLAG is an international premium lifestyle title focusing on music, film, art, culture and style. Created, owned and run by British twins Sally A. Edwards and Sarah J. Edwards who have a huge wealth of knowledge in creativity, music and style.

Sally and Sarah started BLAG as a fanzine in the early '90's while at Art College and grew it into a fully-fledged high-end ad-free glossy whilst working in notable roles in music, film and PR.

Often compared to "Andy Warhol's Interview" and referred to as a "Young, hip Vanity Fair" by industry execs, the goal since beginning BLAG has been to create each edition as a future gazing, highly sought after collectable piece. It is renowned not only for being ahead of the curve, but for its fun, positive and respectful approach to talent, interviews and photoshoots while retaining a sophisticated high quality.

ABOUT BLAG

BLAG is still produced entirely by Sally and Sarah, from choosing those featured to the final product. Design and art direction is by Sally, while Sarah takes the majority of the photographs, they both

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write, edit and style, with guest editorial contributions coming from music and film talent. BLAG shoots are bespoke using select locations and styling making photographs unique.

BLAG's shoots and interviews have included Adrien Brody (Oscar award winner), Julian Casablancas, Slash, James McAvoy (BAFTA Award winner), N*E*R*D, Rupert Grint, OutKast, Amy Winehouse (Grammy, Brit and Ivor Novello Award winner). Fashion brands who dress BLAG's shoots include Tom Ford, Alexander McQueen and Vivienne Westwood. BLAG's goal is to predict tomorrow's brightest talents, showcase the established and present them all in a classic yet new way with portfolio style shoots and unconventional, though very relevant interviews.

As a result BLAG has been racked in prime position alongside L'Officiel Hommes, GQ Style and Vogue Hommes International. Yet, what sets it apart is that it is still owned, run and created in full by two women.

ABOUT OPUS ART

Established in 2005 Opus Art represents the best in cutting edge contemporary art and photography. Its extensive roster of artists includes Sir Peter Blake, Helmut Newton, Andy Warhol, Damien Hirst, Hector de Gregorio, Charlotte Bracegirdle, Karl de Vroomen, Kim Baker, HUSH, Chris Kettle, Chris Acheson and many others.

One of the UK's premier art galleries, Opus Art is based in Newcastle upon Tyne with an international presence through its websites: (<http://www.opus-art.com> and <http://www.kounterkulture.co.uk>). In addition Opus Art also hosts exhibitions in major international cities including Beijing and attends international art fairs in New York, Miami, Basel and London.

LINKS

<http://www.WeAreBLAG.com/PassionandPatience.html>
<http://www.opus-art.com>

Photography printing – Bayeux (Sam Taylor-Wood and Alistair McClellan)
Screen printing – K2 Screen (Tate Modern, Serpentine, Haunch of Venison)
Bespoke Framing Options – Simon Beaugie (Nick Knight)

QUOTES ON BLAG

"I took a look at BLAG, and you're twice as good as most hip magazines." George Lois

"[BLAG is]... an extraordinary, diverse, well designed, uncatagorisable publication with some notably strong images. It manages to be highbrow, lowbrow, edgy and cultured all at the same time, with a strong centre of gravity. Clever."
Nicholas Coleridge, MD, Conde Nast

"You have persuaded some interesting people to feature in the magazine, which is never easy."
Alexandra Shulman, Editor, British Vogue

CONTACT

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Pieces shown on press release from top left:
Beastie Boys, The Mark of..., Passion & Patience, Phoenix, James McAvoy, Broken Bells. Show Poster.

