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MATTHEW RADER

17 RISING STARS

Get a boost of inspiration from 17 designers, illustrators and photographers who are breaking onto the creative scene.



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PAMELA REED AND MATTHEW RADER



LOCATION Brooklyn, NY

WEBSITE

www.reedandrader.com

BORN 1983

EDUCATION

The Art Institute of
Pittsburgh, graduated in
2000; School of Visual Arts,
New York City, graduated
in 2007

EMPLOYMENT Freelance

How did you both realize you wanted to be photographers?

We always knew we wanted to be involved in the arts; we just didn't know how. Matthew originally went to school for interior design and Pamela originally went for web design. We both eventually transferred into the photography department at the Art Institute of Pittsburgh—and the rest was history.

How would you describe your style or approach to photography?

We combine photography with everything from illustration and collage to game design and installation. In today's multitasking world it just feels right to pull from everywhere at once.

What's your best way to break out of a creative rut?

We surround ourselves with objects and people we're inspired by. Our walls inspire us, our stuffed animals inspire us, our cats inspire us. It's an assault of stimulation. There's never any sitting still; everything leads to a new idea. With technology, you can just get on the internet and visit a blog and you're completely inspired in seconds. That's the beauty of the "Wikipedia effect": You go looking for something specific and then seconds later you're at a link of a link and discovering something you've never seen before and never set out to look for in the first place.

What's the best advice you've ever received?

When we were attending school, a professor told us that our work was good but it didn't stand out. There were many other working artists doing the same thing and doing it better. The more we thought about it, the more we started to personalize our work. And the more we put ourselves in the work, the more acknowledgement it started to receive. Once we started to do this, we weren't aspiring to be anyone but ourselves anymore. ■