

Text by David Heilqvist | Published 10 June 2010

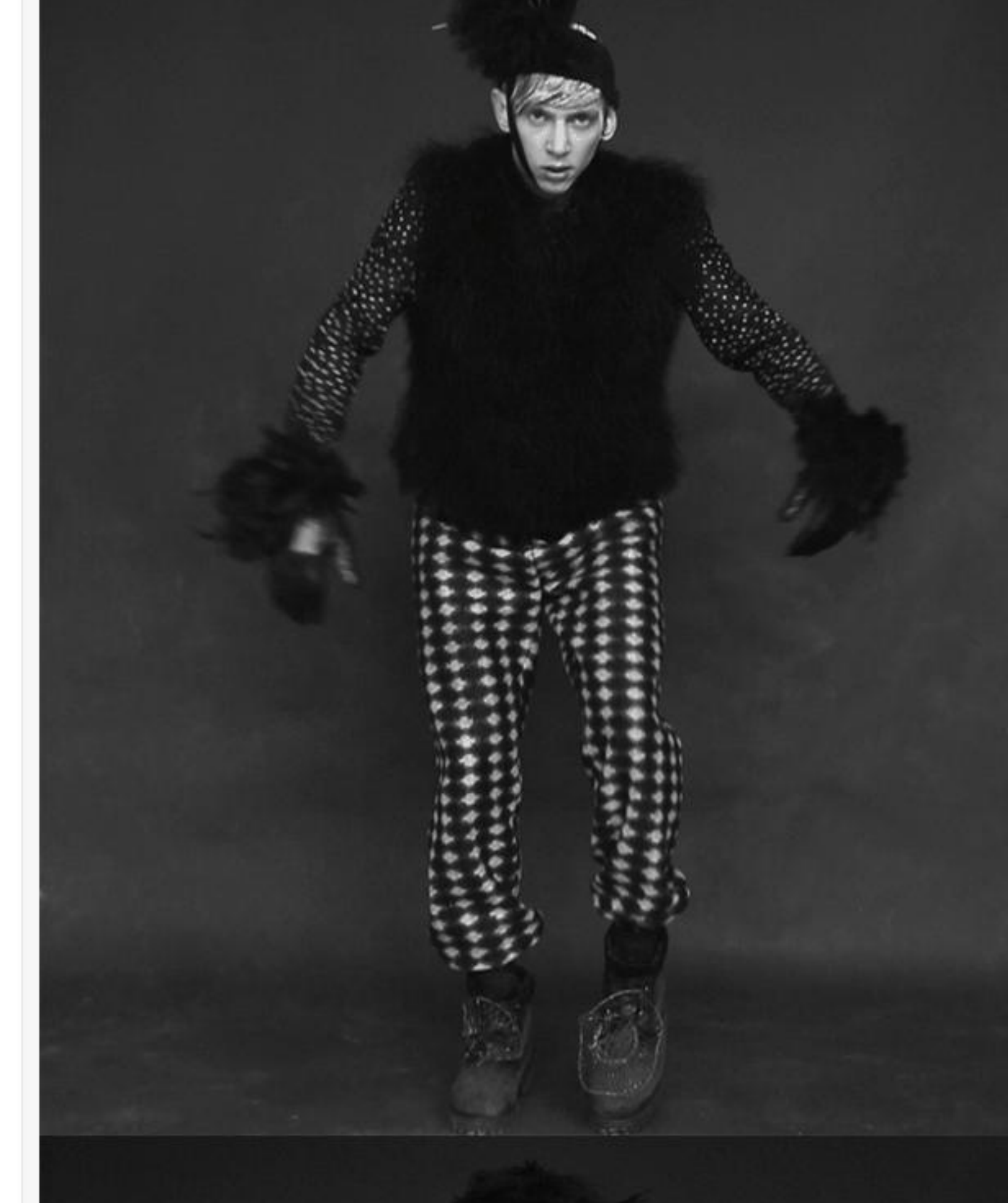
# THE MODERN PROMETHEUS



Dazed Digital, together with photographers Pamela Reed + Matthew Rader and stylist Jessica Bobince proudly presents The Modern Prometheus, an animated GIF shoot exclusive to Dazed. Using the Autumn/Winter collection of menswear designer Petrou, the story ooze of the character and conceptual direction we have come to expect from the Central Saint Martins graduate. Here, the photography duo talk us through the images and what else we can expect from them in the future.

**Dazed Digital: Describe your relationship!**  
**Pamela Reed + Matthew Rader:** We are a team in life and work. There has not been a time in the past 88 months where we have been apart for more than 72 hours.

**DD: Pro and Cons with working as a photography team?**  
**Pamela Reed + Matthew Rader:** You get to work and play with your best friend. When working in a team, you feed off each others creativity; ideas are challenged and enhanced by the other person. Two brains and two sets of hands and legs are better than one. A con is that the line between work and life becomes blurred and is practically impossible to separate.



**DD: What was the inspiration for this shoot?**  
**Pamela Reed + Matthew Rader:** The idea was to combine ideas of nervousness and twitches with the repetitive glitchiness of animated GIFs.

**DD: Which is your fave shot and why?**  
**Pamela Reed + Matthew Rader:** The photo-animation with the furry gorilla chest and checker printed pants doing the monster mash is our favorite because it makes us want to dance.

**DD: What's your attraction to animated gif photo's?**  
**Pamela Reed + Matthew Rader:** Technology has freed photography from the constraints of the still paper image with smart phones and portable computers. With paper usurped, why should images be still anymore? We use GIF animations because they are an easily sharable universal file format and for retro glitchy early internet nostalgia.

**DD: There's bit of movement in much of your work - ever fancied working with film?**  
**Pamela Reed + Matthew Rader:** Yes, we currently work in film and will continue to do so.

We recently finished a project called 'The Cat Lady' about a giant cat and another that is inspired by camgirls, called EmoxyCam. Traditional film does have limitations though. Film may not be restricted to a fixed state like photography but both are passive mediums where the audience merely witnesses something that is already produced. We believe that interactivity is the future and our interests lie with gaming and augmented reality.

**DD: It's a quite dark mood - is that just the AW inspiration or a general take on the world we live in?**  
**Pamela Reed + Matthew Rader:** Our 'world' is populated by quirky personalities that many people seem to find quite creepy. The fashion supplements the concept and character and helps bring them to life.

**DD: What's next?**  
**Pamela Reed + Matthew Rader:** Koolaid explosions, dub stepping dinosaurs, cat stomping, mannequin planting, umbrella girl, light sabers battles, titty rubbing, and cake. These are the projects on our to do list.



**Photographer:** Pamela Reed + Matthew Rader  
**Stylist:** Jessica Bobince  
**Clothes:** Petrou Man  
**Makeup:** Chihō Omae  
**Hair Stylist:** Linh Nguyen  
**Model:** Patrick Phillips @ RED  
**Photographer Assistant:** Layla Wrencher  
**Stylist Assistants:** Jonathan Hamitt and Nick Collins

SHARE ON FACEBOOK

RELATED ARTICLES

- [The Other Side of Olivier Theyskens](#)
- [Driven](#)
- [Faceless](#)
- [Paris Fashion Week Video Wall](#)
- [INSTANT INSTINCT](#)
- [London Fashion Week Video Wall](#)

Like Be the first of your friends to like this.

Add a comment...

Name

E-mail

or [Login](#)

Log in to Facebook to post your comment

[Post](#)

Facebook social plugin

**Fashion** Photography Archive Photography Fashion Week Coverage Incoming Rise Features  
**Music** Incoming Features Playlists Check The Label Rise  
**Projects** Decade Drawn Out 'Hobbyism' CD Cover Design Comp Dazed RAW Blog Awards  
**Arts & Culture** Incoming Features Rise  
**Photography** Incoming Rise Features  
**Video** Fashion Music Arts & Culture  
**Sitemap** Dazed & Confused Issues Issue 165 Issue 164

EMAIL NEWSLETTER

Receive weekly updates on the best of Dazed Digital.

Enter your email address

MOST VIEWED ARTICLES

- [Lee Alexander McQueen 1969 - 2010](#)
- [Central Saint Martins BA 2009](#)
- [Royal College of Art Fashion Preview 2009](#)
- [London Fashion Week Digital Schedule](#)
- [Franken-Fashion Masks](#)
- [The Other Side of Olivier Theyskens](#)
- [Maria Blaise: The Visionary](#)
- [Faceless](#)
- [Hedi Slimane's London Teenage Portfolio](#)
- [Go Go Gosha](#)

RELATED ARTICLES

- [Go Go Gosha](#)
- [Franken-Fashion Masks](#)
- [Decade in Style](#)
- [Maria Blaise: The Visionary](#)
- [Luigi and Luca: Tied and Bound](#)
- [Central Saint Martins BA 2009](#)