



Search

GO

# THREAD NY

The inside line on New York fashion

PHOTOGRAPHER SPOTLIGHT

## Photographer Spotlight: Reed + Rader

BUZZ UP! retweet 0

Recommend 47



Reed and Rader

With the decline of print journalism and the rise of web-based "zines", it's no surprise that technology is finding its way into our favorite fashion editorials, changing not only the way they're viewed but how we think of the photographic medium.

Artists Pamela Reed and Matthew Rader -- collectively known as "Reed and Rader" -- are in the business of creating "new realities," incorporating animation and interactivity into online-only spreads. Blurring the line between real life and the static photograph, their animated images are a bit like watching fashion come joltingly, even frighteningly to life. Pamela explains that "screens are taking over as the main place for content consumption ... [and] technology has the advantage over print of being able to show motion and with speakers, use sound. Why show images on a screen still? Technology now allows for those images that once could only be still on paper to now interact and become alive."

Both hailing from Smalltown, USA -- Reed from Pennsylvania and Rader from Ohio -- the pair met in 2002 on a "pre-Facebook social networking site" and soon learned they both attended the Art Institute of Pittsburgh and actually both lived in the same building. Their intense collaborative process has turned them into "one person with four hands." As the duo put it: "We pre-produce together, we direct on set together, we post-produce together."

A shared taste for the surreal often yields interesting on-set results, as in a recent incident when a model was asked to wear a Star Wars' Tusken raider mask on a beach shoot. "A young teenage boy rode by on his bicycle pumping one first in the air yelling 'sand person!' It made our week."

View Reed + Rader's psychedelic animated fashion shoots at their website, [www.reedandrader.com](http://www.reedandrader.com).

BY CATHERINE BLAIR PFANDER // TUESDAY, JAN 18, 2011 AT 05:26 EST

BUZZ UP! retweet 0

Recommend 47

67%

11%

11%

11%

0%

0%

Select

0 COMMENTS



### LATEST FROM TWITTER

**THREAD NY** ThreadNY Michelle Obama might not have worn an American designer to the state dinner, but her daughter did: NY's Chris Benz! <http://bit.ly/h2Kh1M> 9 hours ago · reply

**THREAD NY** ThreadNY (Video) One to Watch: Designer Whitney Pozgay on Whit's spring collection and her "Hitchcock" inspirations for Fall <http://bit.ly/hMc9cg> 10 hours ago · reply

**THREAD NY** ThreadNY Tweetbacks on Michelle Obama's McQueen: RT @RedLipstickShop: @ThreadNY She can wear whatever she wants and looks good in! Come on, this is silly. 10 hours ago · reply

**THREAD NY** ThreadNY The CFDA has come down firmly on Oscar de la Renta's side, saying it's "disappointed" by Michelle Obama's decision to wear McQueen last week 12 hours ago · reply

**THREAD NY** ThreadNY From Alexa Chung to Diane Kruger to ADR, we're loving the burgeoning bow ties-for-ladies trend: <http://bit.ly>



Join the conversation



12-Year-Old Malia Obama Wore Chris Benz To State Dinner



Skater Johnny Weir on Lagerfeld, Joining the Circus, and the Importance of Vaseline



"The Fashion Show" Winner Jeffrey Williams Would Like Some YSL Shoes Now