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Reed + Rader's Psychedelic Animated Fashion Shoots

Posted: 05/27/11 04:00 PM ET

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Fashion photography duo Pamela Reed and Matthew Rader, known as "Reed and Rader," mix the mediums of still photography, animation, film and interactivity to create a dialogue between arts and technology. They believe that interactivity and augmented reality are the future and are currently working on interactive projects that involve the user beyond a passive experience.

Pamela Reed and Matthew Rader met while attending the Art Institute of Pittsburgh, and furthered their education by continuing at the School of Visual Arts at NYU's Interactive Telecommunications Program. They live in Brooklyn, NY with their four crazy cats and stuffed animal family.

Alexandre Herchcovitch

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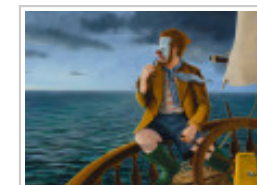
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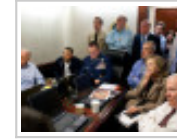
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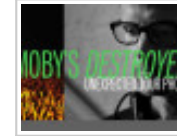


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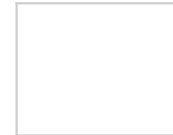
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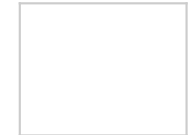
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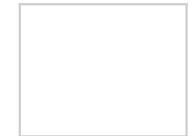
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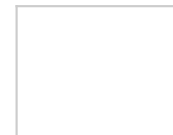
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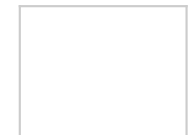
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Courtesy Reed + Rader

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