

American Vintage



2017 marks the first year of the partnership between the Hyères Festival and American Vintage. With an aim to infuse its projects with meaning, the brand has taken a decisively artistic direction in recent years. So it was only natural to become a partner – for three years – with the Hyères International Fashion and Photography Festival and create the American Vintage Photography Award.

Photographer Luis Alberto Rodriguez, born in New York and based in Berlin, wowed the jury and won this first edition, as well as the Public and City of Hyères Award.

A trained dancer, his passion for the moving body comes through clearly in his work. His shots reveal the power, tension, energy and sensuality conveyed by the anonymous figures. An artist "in perpetual movement, like his photos, in perfect harmony with the American Vintage philosophy," comments Michaël Azoulay.

Luis Alberto Rodriguez will exhibit his A Million Little Bells series, a journal of texture and color inspired by the machinations of a young adult in the throes of childlike curiosity, from November 8 to 12 at the American Vintage store at 19 rue du Temple, Paris 4th. We follow Leon through a series of dreamlike transformations- a glorified game of dress up in isolation, where each vivid metamorphosis invites us to slip into the world of the dreamer.

FROM NOVEMBER 8 TO 12, 2017
AMERICAN VINTAGE – 19 RUE DU TEMPLE 75004 PARIS

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