

RANKIN LIVE

**RANKIN, ONE OF THE BEST PHOTOGRAPHERS IN THE
WORLD, WILL CELEBRATE MEXICO'S BICENTENARY
PRESENTING**

RANKIN LIVE MEXICO

*From October 23rd, 2010 to January 22nd, 2011 Mexicans will be able to enjoy
RANKIN LIVE at Centro Cultural Estación Indianilla*

*RANKIN LIVE is an exhibition that shows the retrospective of the artist and the 100
photo sessions that will be held in Mexico*

*RANKIN, the artist who has photographed the most famous faces in the world, will
shoot 100 people representing the spirit of Mexico City
From October 19th to 22nd, 2010*

Mexico City, September 22nd, 2010. 212 Productions announced that the exhibit **RANKIN LIVE** would be presented in the **Centro Cultural Estación Indianilla**, starting October 23rd. **RANKIN LIVE** is an interactive exhibition that shows a retrospective of 23 years of **RANKIN'S** work as a director and photographer, featuring international personalities such as the Queen of England, Madonna, Heidi Klum, Kate Moss, and many other politicians, celebrities and models.

From October 19th to 22nd, **RANKIN** will assemble a photographic studio in the cultural precinct and over four days photograph 100 members of the public. The selected will pose for the lens, which has also photographed celebrities such as Gael Garcia Bernal, Justin Timberlake, Lindsay Lohan, Mick Jagger and U2. The result of these sessions will be part of the exhibit at Estación Indianilla until January 22nd, 2011.

Additionally, as part of and parallel to the exhibit 35+ images will be displayed on **Reforma Avenue** with the support of **the Secretary of Culture of Mexico City**, making this a one of a kind experience for the general public. This is a show that promises to be artistic, innovative and entertaining with impeccable class and an amazing execution.

“The main idea of this project is to be inspired by the technology and it's potential to use the same space for exposing and making a live photo shoot,” says **RANKIN**.

212 is a production company and talent agency who has the management in Latin America of international artists such as Alan Aldridge, David LaChapelle and Marilyn Manson (Fine Arts); also the proud organizers of this major exhibit “**RANKIN LIVE MEXICO**” + **Retrospective** and prior organizers of the exhibit in Mexico City and Guadalajara: Delirium of Reason by David LaChapelle in 2009. Ingrid Barajas, CEO of **212 Productions** and **212 Tag**, says “It's our pleasure to delight the Mexican audience with exhibits successfully launched in major cities around the world.”

The call to select the 100 lucky people that will participate in this project with **RANKIN** will be released via social networks and the official exhibit web site in the near future. The winners will be selected by the artists himself and will be announced before his arrival to Mexico.

Photographer, publisher and film director, **RANKIN** established his reputation when he launched **Dazed & Confused** with his business partner Jefferson Hack in 1991. From his iconic shot of Kylie lying naked and prostrate, to the Queen smiling enigmatically, **RANKIN'S** iconic, intimate portraiture style, and his mischievous eye have gained him a reputation as one of the world's leading photographers.

Rising to every challenge, **RANKIN** has never shied from portraying difficult subject matter, addressing issues from domestic violence to body image in both his personal work as well as charity and commercial projects. He made headlines again with his campaign for Dove showing women who differed from the usual stick-thin advertising stereotype. He has also shot prominent charity campaigns for Amnesty International, Everyman, Special Olympics, Oxfam, Teenage Cancer Trust, Refuge, The Teaching Awards, Women's Aid, Women's Vote, Breast Cancer Awareness and Youth Music.

In early 2009, **RANKIN** embarked on his largest and most ambitious project to date: **RANKIN LIVE!** Based at the Truman Brewery in London. **RANKIN** combined a museum-scale retrospective spanning his then 22-year career, with creating a photographic record of Britain in the 21st century. Photographing 1,500 members of the public. Images were hanging on the exhibition wall within 15 minutes of the shutter being fired.

In October 2009, he published the books 'Heidilicious' and 'Rankin's Cheeky'. 'Heidilicious' is a celebration of model, Heidi Klum, and **RANKIN'S** photographic relationship over the last 7 years. From the early shoots to the present day, this book tracks their collaborations and inspirational campaigns.



For more information about **RANKIN**, please visit:

<http://www.rankin.co.uk>

<http://www.rankinlivel.com>

<http://www.youtube.com/user/RankinLive>



###

212 PRODUCTIONS is a company founded on the year 2000 in Los Angeles, California. Since then 212 Productions has produced important events in different Latin American cities such as Caracas, Mexico City, Guadalajara, and also in Los Angeles. 212 Productions has collaborated in important events with artists, brands and fashion designers such as J. LINDBERG, Versace, Armani, Hugo Boss, FLAUNT Magazine, David LaChapelle, Marlboro, Absolut among many others. In 2005 produced "La Estrella de David" a short film in South America by Daniel de Córdoba and produced independent publications with 212 NOW, covering important festivals like American Film Festival, Los Angeles International Festival, Sundance and Palm Springs International Film Festival.

212 TALENT AGENCY GROUP is a talent agency created in 2009. It represents exclusively in Latin America important international artists like David LaChapelle, Alan Aldridge, Marilyn Manson (In Fine Arts), young talented photographers such as Garret Suhrie, Ali Daniel or Jacobo Parra and FLAUNT Magazine, Ciulla Management and No Such Agency amongst others. Right now 212 TAG represents the interests of CREATIVE VISION FOUNDATION (USA), who own the rights of the late Dan Eldon's exhibits and works.

###

212 PRODUCTIONS PRESS CONTACT:

For more information about the artist or to request phone interviews, one – on – one s, images or any other media enquiries, please contact:

Press Coordination.

E-mail: rppmedia@212productions.tv

For Business information, Sales and any other request: Direccion@212productions.tv

General Information:

rankinlivemx@212fashion.tv

info@212productions.tv

###

