Alan & Gretchen .

Photography
London E2 7QY
United Kingdom

View the full portfolio at http://www.thecreativefinder.com/alanandgretchen

Professional Experience and Curriculum Vitae

Based in London photographer, Alan McFetridge and artist, Gretchen Geraets collaborate photographically as ALAN & GRETCHEN. Combining their expertise in the fields of fine art and photography to forge a unique style of detail, beauty and precision.

With a shared interest in culture Alan & Gretchen enjoy travel. Observing, absorbing and enjoying the diverse cultures of the world together they have resided in New York, London, Sydney and Auckland.

Born in the New Zealand town of Rotorua Alan McFetridge fled to London at 19 to gain his experience in photography through assisting. To the duo he brings technical brilliance, a clear vision and over 15 years experience working within commercial photography. His photography has gained global recognition including recognition from the Royal Photographic Society, Communication Arts, Luezer's Archive and The Association of Photographers.

While resident in London McFetridge worked on a two-year photo documentary project. Over this time (1999–2000) he documented the elegant 1930's Du Cane Court Building, Europe's largest privately owned purpose built estate block in Balham, London and its residents. In 2000 the building housed over 600 units. Mcfetridge was interested in the strong atmosphere and personality of the estate block and those who resided within the estates often similar or identically structured interiors. This formed a large document that explored social and living conditions in and around this building during these years and expressions of the tenant's personal environments.

Gretchen was born in Auckland, New Zealand and studied at the Auckland University of Technology, New Zealand earning a Bachelor of Visual Arts in 2001. She Co-Founded the artist-run-initiative Canary Gallery (2004–2006). Launching the space with solo exhibition by Julian Daspher (1960–2009), 'Untitled (portrait of Ben Curnow) 2004', March 2004. Canary Gallery was awarded a grant by Creative New Zealand in 2004 and released the publication New New Zealand Art, 2004. While living in Sydney (2005–2006) Gretchen went on to Co-Found and Direct the artist-run-initiative g&A Studios with Alan. Curating solo and group exhibitions with artists such as Thomas Hoepker (Magnum Photos), Stephen Gill (London), Ruark Lewis (Australia) and many more.

Whilst residing in New York (2009) Alan & Gretchen began investigating evoking apocalyptic scenes in areas surrounding their Brooklyn studio. They continue this in London through moving image, investigating surrounding areas of their rebuilt neighborhood in East London. Interested in concepts of self, duality and authorship they have been working toward a large body of work taking the form of the more traditional self-portraiture.

Previous Clientele
BMW, Lexus, Peugeot, Volkswagen, Hyundai, Tourism Victoria, Fiat, Toyota,
Awards and Accolades
Please kindly get in touch for more information.
Awards and Accolades
Association of Photographers Awards, UK;
Award, Australia; Axis, New Zealand; Cannes
Lions;

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