

BEN COOK x Surfrider Foundation

Long Live the Surfer

December 1 2017 – January 17 2018

OPENING 6pm – 8pm Friday December 1 2017

Lone Goat Gallery - 28 Lawson St, Byron Bay NSW 2481

LONG LIVE THE SURFER

Ben Cook has teamed up with Surfrider Foundation Australia to capture a beautiful series of portraits of surfers along the east coast of Australia.

From his home town of Bondi to his happy place of Byron Bay, Ben and Creative Director, Scott McClelland, have met, shot and gotten wet with surfers to help capture the breadth and depth of the surfing community.

They have captured grommets, grannies and surfing legends such as Ozzie Wright, Barton Lynch and Tom Carroll and the local surfers of The Pass, Watego's and Suffolk Park. The photos are being used by Surfrider Foundation to connect with surfers and spread their cause of beach and ocean conservation.

BEN COOK

Ben Cook is a Bondi-based photographer who focuses on capturing the characters of societies subcultures, from music to sport to surf. After nearly 2 decades in London shooting the who's who of the music industry, including Ronnie Wood and Eminem, he returned to Australia to create campaigns with brands such as Nike and continue his own personal projects, including his recent partnership with Surfrider Foundation Australia.

SURFRIDER FOUNDATION

Surfrider Foundation Australia is a registered not for profit sea-roots organisation dedicated to the protection of Australia's waves and beaches. Their Mission & Vision is to inspire an engaged surfing and coastal community who are passionate about protecting oceans, waves and beaches.

Surfrider Foundation Australia was founded in 1991, largely in response to poor water quality issues along Australia's east coast. Local surfers, being at the forefront of water quality, began recruiting volunteers for a series of demonstrations and actions to persuade decision makers to act on this ongoing issue. The group has been working hard to protect Australia's coastlines ever since.

Since its humble beginnings and as we approach our 25th year of operation, SFA has grown to over 13 volunteer branches and many more volunteer beach representatives tackling local and national coastal environmental issues at a sea-roots level around Australia.

BEN COOK BIO

Ben Cook uses his camera as a passport to unfamiliar territory. He is drawn to renegades & rejects, and his subject matter ranges from portraits of musicians through to society's gruff.

Ben discovered his love for photography, starting his career in South East London as Fashion Editor at Ministry of Sound Magazine 'Ministry', during which time he also acted as contributing fashion editor for both Hip-Hop Connection and Touch Magazines, styling, art-directing, shooting artists, and producing various editorials.

Ben left the magazine to study under Swiss photographer Hanspeter Schneider as his first assistant, while also learning to retouch at 3D / post production house Foret Bleue. The assignment allowed him to spend a few years in Paris becoming involved with Bilal Giolat and his 'l(e)ust for life' artist skateboard movement.

In 2003 Ben was hired by Anthony Mascolo to work at his studio in London. He worked for the TIGI Bedhead brand, currently under the Unilever umbrella, for 10 years, shooting and retouching campaigns for TIGI and helping to create exciting projects. These gave him access to some greats in music and fashion, including Miles Kane, Ronnie Wood, Soul II Soul, JazzieB, Tinie Tempah, Eminem, Billy Idol, Ian Brown, James Lavelle, Pras Michaels, Wild Beasts and Vivien Westwood. He was also concurrently contracted to be the photographer / creative director for BH Salons in Selerno and Florence.

In 2013 Ben decided to go back in his hometown of Sydney. He worked as Creative Director / photographer for the magazine 'Culture' and picked up freelance work directing TVC's, music videos, and documenting for Nike Asia with BBH Singapore.

In mid 2016 he relocated to Singapore to become an 'artist in residence' for BBH for 6 months, which, at that time, was granted a Global Industry Award as the second most creative agency in the world. He worked on several pitches and projects for BBH including NIKE-iD, nike.com and Nike Unlimited Stadium, travelling around Asia regularly to shoot and direct.

Ben now resides in Bondi Beach Sydney, but travels where the work takes him. He is currently working closely with Creative Director Scott McClelland in Byron Bay helping the non-profit Australian Surfrider Foundation (ASF) which is dedicated to the protection of Australia's waves and beaches.

He's inspired by Gonzo photojournalism, urban documentary, vice, Louis Theroux, David Lynch, subversive 20th century London, and the aesthetic of Jurgen Teller, Hedi Slimane, Platon, Irvin Penn, Avedon, David Bailey & Terry Richardson. He's at home shooting in the studio, against a white wall or on assignment just about anywhere. He now has agents in Sydney, New Zealand, Singapore and the UAE.