

REED + RADER



WHEN DID YOU START YOUR CAREER, HOW DID YOU GET INTO IT AND WHY THE COLLABORATION?

We met while attending the Art Institute of Pittsburgh. We actually met online via a social networking site and then we realized we lived in the same building and attended the same school. Originally we didn't begin as photography majors, but ended up switching into photography. Eventually we moved away from Pittsburgh and moved to New York where we attended The School of Visual Arts. Since the very beginning, we weren't formally a team, but we were always at each other's shoots and giving suggestions. Eventually we decided to do a shoot officially together and it was hands down our best work. From there it became a collective and everything was together. Reed + Rader was born.

ARE YOU A COUPLE? DO YOU WORK SOLO AS WELL?

Yes, we are a couple. No, we do not publicly work separately.

WHAT DO YOU LIKE ABOUT FASHION?

We love creating a character. Fashion for us is about creating a persona, a time, a thought. We're very specific about what we like in fashion, it usually has to be something more outgoing, more dream like. We generally like to push the fashion in our work so it's not something you see walking down the street every day. We like our subjects to become something that pushes the imagination.

PLEASE DESCRIBE YOUR AVERAGE MONDAY FOR US?

Wake up, play with our cat girls (Essy and Xanadu), email, email, have a sandwich for lunch, meet new faces or client, cut out and build props, edit, talk and brainstorm about upcoming projects, sketch out shot ideas, make dinner, dance, email, maybe play a game, hug, eat oatmeal, email, read ebook in bed, go to sleep around 4AM.

DESCRIBE YOUR STYLE?

Photography, video, animation, illustration, installation, graphic and 3D design – our digital art is a blur of all of these. While we are formally trained as photographers it just feels familiar in today's multitasking world that as technology continues to consolidate so do the arts.

Despite living in and obsessing over a digital world we still very much prefer that our projects have a tangible element to them and to do things for real if at all

possible. This ranges from physically building props and sets to actually cutting things out and collaging them with paint, pencil, and paste. The scenarios our work presents may exist in some imaginative beyond reality but are rooted with a playful sort of traditional naivety.

YOUR WORK IS QUITE BIZAR, MORE LIKE ART, DO YOU THINK PEOPLE IN THE FASHION INDUSTRY RELATE TO IT?

It excites many, but terrifies the status quo.

WHO DO YOU WORK FOR / FAVORITE PROJECTS OR CLIENTS?

We love collaborating with Ryan Dye at Spiral Magazine. He's a friend of ours that we went to school with and eventually moved across the street from us. We love working with him because he has no limits and pushes us to be creative. Whatever crazy ideas we have, he allows us to bring them to life. We also love working on our self portrait project where we go to locations and wear giant robot heads.

WHAT ARE YOU MOST PROUD OF UNTIL NOW?

We are most proud of remaining true to ourselves and having fun with the little world we have created for ourselves and our work. It's also exciting for us explore ideas that are more on the current fringes of photography and push them towards the mainstream. Sharing our ideas with the world is probably the most rewarding thing there is.

WHERE DO YOU GET YOUR INSPIRATION?

We get inspiration from everywhere. We often get inspired from Internet memes, forums, blogs. That's the great thing about the Internet, the Wikipedia effect, you click on one thing and then all of a sudden you're 20 links away and just learned something totally unexpected. We also love video games and many of our characters we create are rooted physically and emotionally from gaming culture. We try to surround ourselves with non-stop stimulation. We have a large collection of stuffed animals, we refer to them as "The Family", and they highly inspire us to think outside and create a imaginary world. We are very addicted and inspired by futurists and technology and where it will push us in the years to come. The idea of augmented reality plays a major role in our work and that is something we will continue to pursue as we highly

believe we will be living in a augmented reality sooner than later.

MOVIES OR BOOKS THAT INSPIRE YOU?

Books: Rainbows End, The Singularity is Near, 1984, Red Mars, Atlas Shrugged, The God Delusion, Neuromancer, anything Star Wars
Movies: Blade Runner, Serial Experiments Lain, The Cabinet of Dr. Caligari, Brazil, Citizen Kane, Metropolis, Strange Days, Star Wars, Monty Python, Ghost in the Shell, 2001: A Space Odyssey, Wall-E

WHAT'S YOUR MOST ECCENTRIC MEMORY??

We were shooting on location at the beach once with Paul Pavlovska, a favorite model and friend, and we had her wear a custom made Tusken Raiders mask we built. We were trying to figure out the shot when all of a sudden a few teenage boys rode by on their bikes on the boardwalk and started to cheer "Sand People!" while pumping their fists. It was a joyous moment as we like to bridge the gap between geeky and fabulous.

ANY FUTURE EXHIBITION PLANS??

We'll be part of a group show called "Shoot the Messenger" at APF LAB in New York in November.

A FEW PEOPLE THAT YOU'D LIKE TO WORK WITH?

Daft Punk, Rick Owens, Gareth Pugh, Yohji Yamamoto, Ray Kurzweil, joyous future-aware youth

WHAT PROJECTS ARE YOU WORKING ON NOW?

We are constructing large cutout clouds to fly in the sky. Casting a plaster arm to clad in medieval armor for a first-person-shooter style battle. Continuing to push the next evolutionary step of photography as animations and hybrid still/video images.

FUTURE GOALS?

Whatever the future looks like we would like to continue to create a dialog where we can push people and ourselves to think beyond today's reality and imagine what is possible tomorrow through progress. Technology and innovation are moving so quickly it's hard to predict where it'll be in the future, but wherever that is we'd like to be with it.

FAMOUS LAST WORDS?

Wubba, Wubba. www.misterwubba.com



"We want to push people and ourselves to think beyond today's reality and imagine what is possible tomorrow through progress."



