

THE DEVIL IS IN THE DETAILS

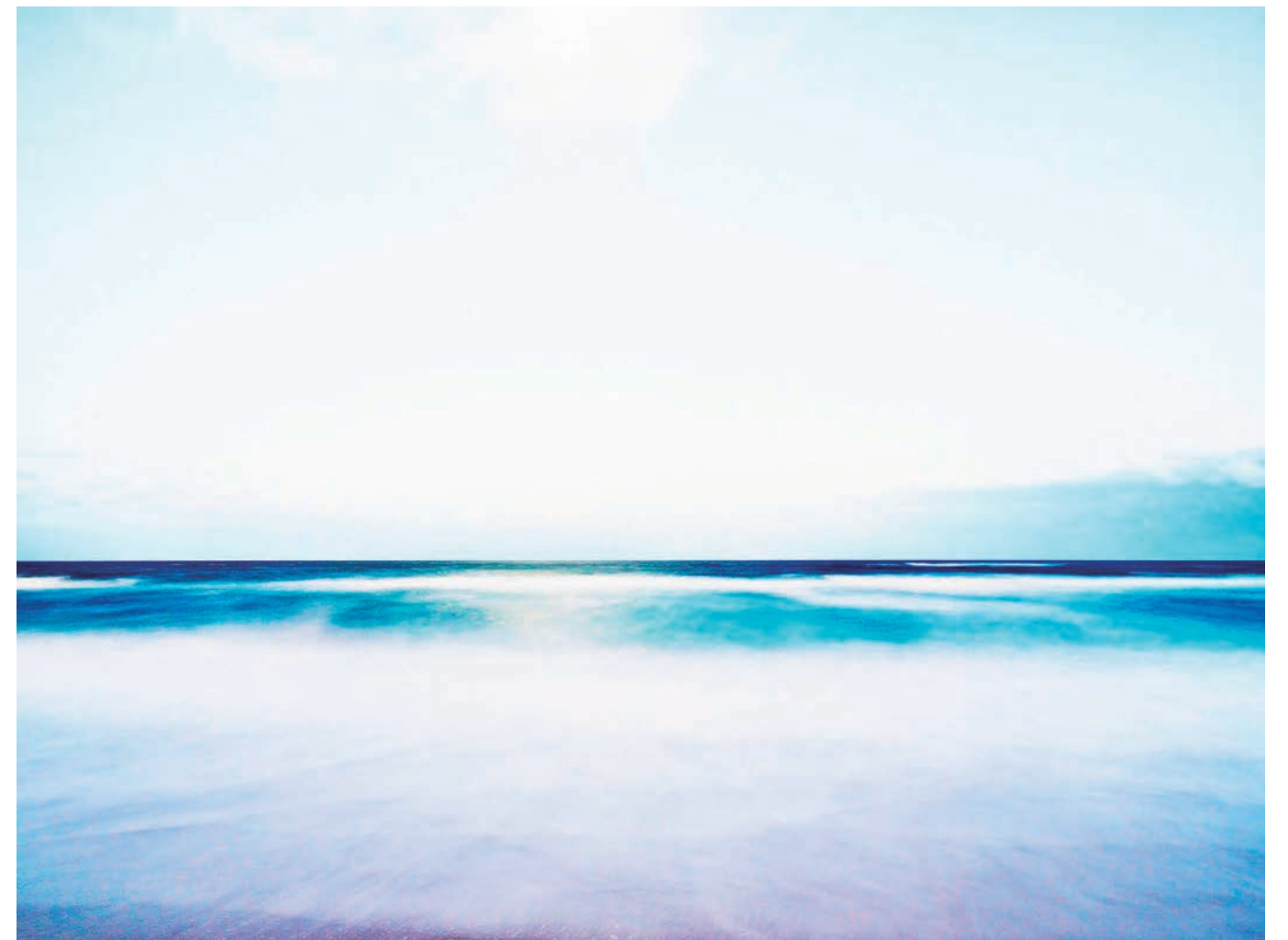
The Fine Art
*of Juan
Lamarca*





INTERNATIONAL PHOTOGRAPHER AND FILM DIRECTOR JUAN LAMARCA IS KNOWN FOR HIS SOPHISTICATED STYLE AND UNIQUE ABILITY TO VIVIDLY CAPTURE HIS SUBJECTS WHETHER IT ON A FASHION SET, SURFING A FABULOUS WAVE OR IN THE PRESENCE OF AN EQUINE CHAMPION.

His work has won numerous awards from the International Photography Award in Fine Art to the 1X Photo Award for Still Life in Sweden, to the "Mark of Excellence" for the I Shot It Leica Award in England. In his equestrian work he captures the essence of the horse while concentrating primarily on details and lines, creating images appealing to both equestrians and those with a keen sense of design.



Originally from Argentina where he grew up on his family farm surrounded by nature and horses, Lamarca studied cinema direction and honed his eye. He has since been working commercially and in editorial in the film and photography industry and has focused in the past two years on fine art.

Always in the midst of the action, Lamarca presents an intimate view of the equestrian world in show jumping and polo. His powerful and polished presentations are raising the bar on this exciting sport. He has now expanded his keen eye to the allure of the sea. His latest photography series envision a duality between harmonic beauty and power translating for both horses and oceans – forces of nature indeed.

Lamarca comments, “Horses have been part of my life since I was

born. Growing up in the Argentinian countryside, I always rode and spent time around them. When working with horses you have to be very careful and patient, make sure the horse feels comfortable on set and that they don’t get scared. I start testing the flashes before the horse arrives to the set so they can see the light from farther away and start to get used to it. The first five to ten shots are usually the time to adapt to the set and lights. Once the horses are relaxed, I start getting closer and tighter on the details.”

His work has been selected to be a part of the prestigious Global Champions Tour with a photo exhibition at the Miami GCT which will be held April 5 – 7, 2018. Angus Hyland and Laurence King Publishing in London have chosen his photograph for the cover of the highly anticipated “Book

of the Horse” which will be printed and distributed worldwide in June 2018.

Lamarca lives and works between Palm Beach and New York with excursions to his native Argentina and wherever natural beauty calls, transporting the viewer around the world. His work has been acquired for private collections in the Hamptons, Palm Beach, Los Angeles, Denver, Miami, Sao Paulo, Saint-Jean-Cap-Ferrat, and Buenos Aires, and is available in different art galleries and interior design stores in New York, the Hamptons, Miami, Palm Beach and California.

On the pages of Puissance America, he has captured the beauty inside and out of Clementine Goutal.

www.Juanlamarca.com

