

The White Album - **Lincoln Pilcher**

CAPTURES THE WHITE SHIRES





It is easy to see how a wild beast might be tamed by the piercing blue eyes and calming spirit of photographer Lincoln Pilcher.

The Australian born New Yorker is equally at home on the sidewalks of Manhattan as on the waves in Montauk. He is an avid surfer, photographer, and restaurateur behind some of the coolest spots like Ruby in Nolita, Gilligan’s at the Soho Grand Hotel, Eveleigh in Los Angeles and Moby’s in the Hamptons. He has even been credited with helping to introduce Avocado Toast to America.

His stunning photographs of the White Shire horses debuted at the Dune Alpin Farm in East Hampton, NY over the holidays and captured the imagination of viewers who not only appreciated the art, but were inspired to help assure care for these majestic creatures.

Puissance America Editor Heather Buchanan discovered his work at the exhibit and had a chance to sit down to learn more about the artist and his muses.

HB: WHAT IS YOUR INSPIRATION IN TERMS OF PHOTOGRAPHY AND ART? HOW DID GROWING UP IN A CREATIVE FAMILY AFFECT YOUR OUTLOOK ON THE WORLD?

LP: From my early childhood I was immersed in photography. My mother worked in the industry—she was Editor of Australian Vogue. Being surrounded by and exposed to a community of creatives in fashion, design, art and photography, it was a natural progression to develop a strong sense of imagery. I formed my creative eye as a child.

My passion for photographing horses began when I studied in Montana with Kurt Marcus, whose iconic photographs of cowboys and their horses are legendary. Once I moved to New York in 1999 I studied photography professionally. Nature and animals have been a visual draw for my work as well as fashion and portraits.

HB: WHAT IS THE SYDNEY SENSIBILITY?

LP: The Sydney sensibility is born out of the beauty of sunlight and being surrounded by water. There is a vibrant beach culture that influences the life and style here. Sydneysiders have a strong work ethic

and endeavor successfully to create amongst the lure of the surf. Restaurants are delicious, and produce some of the best food in the world. Best of all, there’s a wonderful Aussie welcoming spirit, and a tenacity for life!

HB: HOW DID YOU DISCOVER THE WHITE SHIRE HORSES?

LP: I encountered the White Shire horses this summer on a morning run and was captivated by their presence in this sunlit open pasture in East Hampton. I took a camera the next day and shot from in front of the fence, and a photo I got blew me away. I knew I had to get into the fields and work with them.

HB: WHAT WAS IT LIKE TO WORK WITH “WILD” MODELS - SOME YOU MENTION HAVE NEVER EVEN HAD A SADDLE ON THEM?

LP: It was a challenge and not without its difficult days, physically. They are incredibly powerful creatures, and being in the fields with them galloping close to me was quite the adrenaline rush. After spending four months with Gunner, Patsy, Isabelle, and Tess, I have a special camaraderie and bond with them. They each have distinct personalities. They love to be close to you and are such sweet, gentle giants. Steel toe boots were an early purchase!

HB: HOW IS YOUR WORK HELPING THEIR FUTURE?

LP: The horses, I learned early on, did not have a home to spend the cold winter in or the means to be kept and cared for in the manner they need. I decided to generate awareness of their plight through photography. I was able to gain access and create the images. Through the sale of prints from the first show we were able to provide shelter and food for them for this winter. The goal of this fundraising effort, through the sale of the prints, is to be able to continue to provide food and board for them as well as the correct medical attention.

HB: HOW CAN YOU PORTRAY THE SOUL OF A HORSE?

LP: Connecting with a horse on a soul level is part of capturing their essence. For me working with the camera and the horses it begins with their powerful, physical form and gentle eyes. Horses are majestic and have amazing energy and a resilient spirit that can inspire and help heal humans.





**HB: SPEAKING OF FEEDING CREATURES
- WHAT ARE SOME OF YOUR OTHER
RESTAURANT PROJECTS?**

LP: Hopefully another summer
Hamptons pop up!

**HB: WHAT IS THE KEY TO A SUCCESSFUL
RESTAURANT?**

LP: Creating a relaxed environment
through a simple and rustic aesthetic in
a beautiful setting is a key component.
It sets the stage. Having an energetic,
efficient staff and yummy food
generates a fun vibe, and inviting
friends to share in the experience
always enlivens the atmosphere!

**HB: HOW DO YOU STAY GROUNDED AND
CREATIVE AMIDST YOUR BUSY WORK
AND TRAVEL SCHEDULE?**

LP: Being in the water, whether that
be surfing or swimming helps me
stay connected to nature. Experiences
in nature ground me and inspire my
work. I also started doing triathlons
this past year which is a great focus
and grounds me in my physicality.

**HB: WHAT MUSIC IS ON YOUR PLAYLIST?
BOOK ON YOUR BEDSIDE TABLE?**

Chet Baker and Van Morrison have
been my go to artists lately. I just
finished the biography Avedon:
Something Personal, which was
fantastic.

**HB: WHAT WOULD SURPRISE PEOPLE TO
KNOW ABOUT YOU?**

LP: I have a man crush on Roger Federer.

For more information on the project
www.pilcherprojects.com

