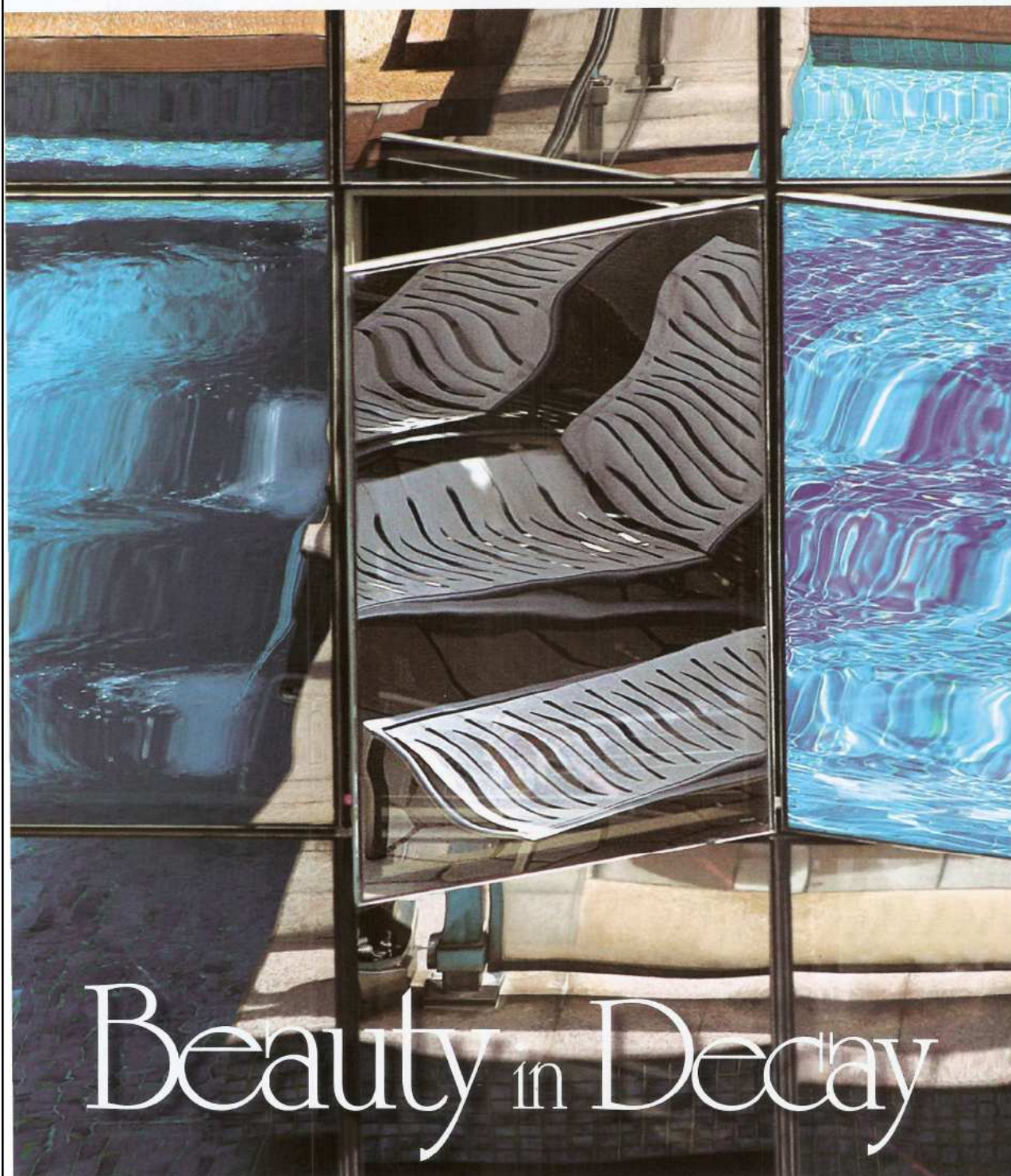


Pro - Profile







**Florence Notté**

**U**rban reflections, lost mirrors, driftwood, dirty walls... I try to express myself and offer new ways of seeing the world around us. I don't try to give a realistic view of my subjects. I leave the identity of the subject behind. I look at its colour, fabric and lines. The less I interfere with my subject, the stronger it will be", Florence Notté, a French Urban Photographer with an interest in decay and urban reflections of the cities such as Paris, Tokyo and Singapore. She doesn't believe in setting up photo shoots artificially but framing ordinary objects very narrowly to catch their last bit of life, their last breath.

"I do not want to be a witness of my era. My photography is not a testimony or a report. I just want to grasp the beauty of things at one given time, that moment being unique. The fleeting beauty of this fascinating world"

Known as a "colourist photographer", Florence now shines at the exhibit, "Urban Reflects", in Singapore after being awarded the Creativity Prize by the French Photographer Federation for her exhibits named "Parallel glances – showcasing the streets of Paris and comparing them to the contemporary abstract works of Miro, Klein, Dubuffet, etc".

It is never too late to be a





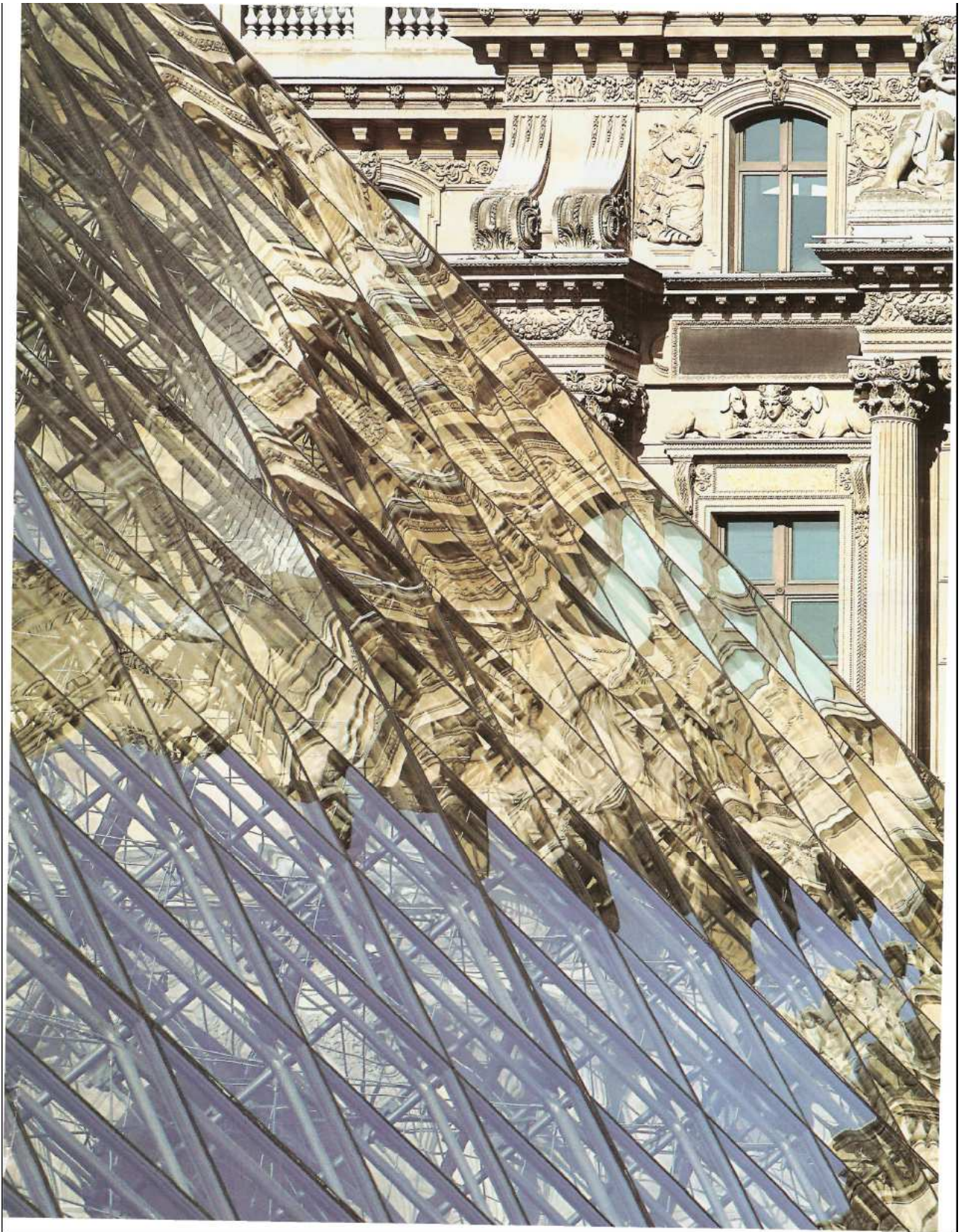
photographer and is interesting to know that Florence started her career first as a teacher for mentally and physically handicapped people and just about 8 years ago only, she had decided to become a full time photographer. She developed an interest in photography during her frequent visits to the museums and galleries which have had trained her eyes at a young age and taught her to "see" and not just "look". "I like to go to the core of things and photography enables me to do that. I tried my hand at painting and sculpture but none fulfilled me as much as photography does. Photography is as important for me as breathing, it's vital! The themes I choose are definitely linked to my obsession with the passing of time."

Florence's idea of photography is to find interest and beauty in the unexpected. Her motive is to focus on the ordinary, the left behind or abandoned items which life has already treated badly. "I snatch out the last spark, the last breath, the last words from these inert objects. I try to go as directly as possible towards the abstract. The satisfaction of bringing an artistic touch to an often dull world is what I seek out of my work."

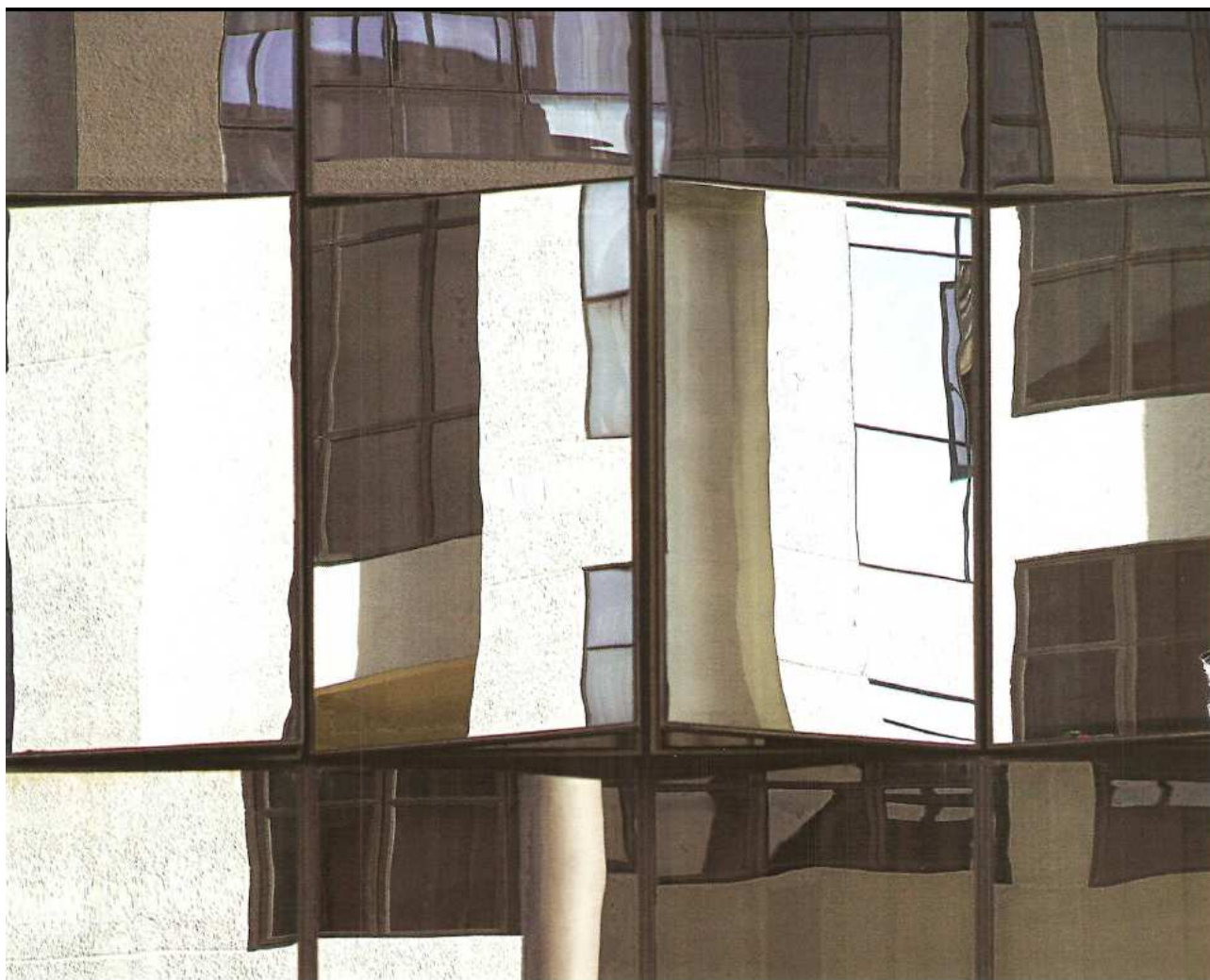
"My photographs are closely cropped so that the images lose all meaning and no reference point can be made. I am very much inspired by abstract art." Talking about her first break, Florence informs that she has just finished a calendar with photos of Singapore called the "Singapore Day after Day". It was a charitable and collaborative work with two other photographers Lylie Raimbault and Ulla Gratton. All the proceeds were handed over to the charity "Food from the Heart" to feed the needy. 3000 copies were sold in just two months. In France her first break was in 2005 in Paris. An analogue black and white exhibit on the Luxembourg gardens.

Further discussing about the difficulties Florence faces as a photographer, she explains that it









is a great challenge to show things from a different angle and to shape up preconceived ideas. According to her, there is always a room for new and original ideas even on beaten paths.

When asked about her photographic gear or equipment, she expressed her deep love for analogue equipment (Minolta) and said that she likes the extra work it requires. "No Cheating, No Photoshop, I like to focus on the details. The composition of a photo is essential for me. More important than the technical aspects of the photograph."

In Paris, Florence had her own photo lab to print black and white. For her, it was magical and fascinating though very tedious. She doesn't have

one in Singapore, but tries to work in digital (using Canon 50D, lenses : 18-200mm and 100mm) the same way she did with analogue and finds it easier to work in digital here because of the humidity and amount of photos she has to deliver to the magazines such as *Le Point* in Paris and *La Gazette* in Singapore.

Behind every single project of hers, there is always a well thought out idea and theme to ultimately convey the raw emotions followed by visits to the planned locations, usually towards the end of the afternoon, when light and reflections are good, and creating photographic arts to be presented in the form of exhibitions. "These exhibits



give me the chance to hear constructive criticism that help me progress."

Florence keeps high hopes for the future and aspires to bridge the gap between photography and painting. She wishes to continue to work with reflections, colours and textures, publish photographic books and participate in the exhibits. Being a kindhearted person, she would also like to continue supporting environmental and animal rights associations with the proceeds of her works.

If you want to know more about Florence and her work, please log on to <http://www.florencenotte.com/>

BY SAMEEN KHAN