

SIT DOWN

4, rue sainte-anastase 75003 paris - france - tél. + 33 (0)1 42 78 08 07 - info@sitdown.fr - www.sitdown.fr

« If it were a... »

Sacha, Portrait chinois.

Gallery SIT DOWN

From 29th January to 19th March 2011

In partnership with the laboratory DUPON

If Sacha were a colour, an animal, a metaphor, elegance...

Coinciding with the exhibition « Sacha, fashion photographer » at the Dutch Institute in Paris, the SITDOWN gallery will put on view a very personal portrait of this reserved and discreet artist through a selection of photographs taken from her work as a whole, most of which will be shown for the first time in order to better discover the meanings behind her works which may be described as *elegant* as the photographer herself.



If it were... an animal
The Lizard, *Marie Claire*, 1991
© Sacha



If it were... a tree
At the Ben Sassi farm, *Marie Claire*, 1989
© Sacha

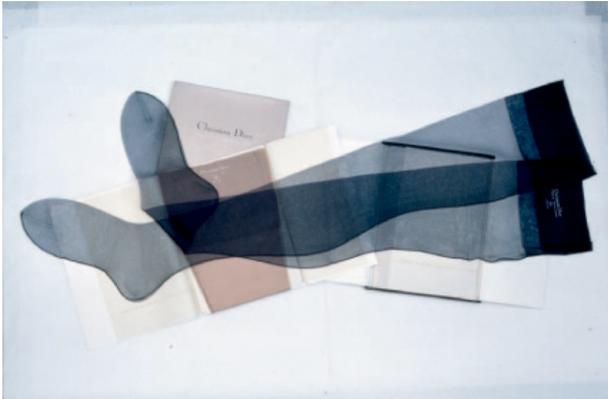
I don't know why or for what reason, but I have always held a certain interest in fashion photography and its adverts, in addition to flicking endlessly through the pages of the magazine *Marie Claire*.

I quickly began to associate the name Sacha with the sequences of images in this magazine whose atmosphere and style contrast sharply with those of other photographers, such as Paolo Roversi, Peter Lindbergh or Steve Hiett. I also felt that it was not in Sacha's intention to form a style per se, and that in actual fact she was ultimately closer to the story than the staging of her photographs; even if her images, which evoke a sense of spontaneity and naturalism, were certainly planned to the smallest detail.

Recently, I met Sacha for the first time for the exhibition organised by Françoise Bornstein in her gallery. It was only then that I matched a face, a glance and a voice to the photos. I also discovered that she was Dutch, which her first name does not reveal. I could not understand why the collective of her work had not, up to this point, been the focal point of an exhibition or a book. Before visiting her workshop, I had yet to measure the full extent of her career, presuming that it consisted of *Marie Claire* and advertising campaigns. So, I planned to propose a project involving an exhibition and a book. In my view, the Dutch Institute had to pay tribute to the work of such a productive Dutch woman and the director of the Editions du Chêne, Fabienne Kriegel, who had offered me the opportunity to do a book with Peter Knapp, could not help but be touched by the images of a person whose carrier had begun largely thanks to the legendary artistic director of *Elle*.

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If it were...fragility
The bottom-half, Dior 1987
© Sacha



If it were... A photo shoot
Essaouira, 1988
© Sacha

If Sacha is rarely recognised amongst the young generation today, it is entirely due to her devotion to her work for fashion magazines and advertising, without searching for anything other than to be considered a photographer of « applied art » - as Peter Knapp suggests-; perhaps it was simply to avoid drawing attention to herself. Her reserved nature does not mean that she lives a life isolated from the world around her; her address book confirms her many networks in the fashion world. And her photography which she has always practiced with great constancy and which she continues to, evolves far beyond the mainstream of today. Some claim that one day we will return to this style of an unadorned photography, whilst others consider Sacha's photos as timeless.

Whatever it may be, Françoise Bornstein pays tribute to Sacha, by means of a collective of images that could only have been put together by someone who knows her very well and further, does not confine Sacha to the sole role of fashion photographer. They say that her eye for accuracy as much as the ease with which she switches from one subject to another, are just few of her many talents. This original exhibition, coupled with the exposure at the Dutch Institute and with the books, "Éditions du Chêne", finally awards the attention that Sacha has always deserved.

Gabriel Bauret

Contact Information

«If it were a... » Sacha, portrait chinois

Exhibition from 29th January to 19th march 2011*

**(except 3rd to 10th March 2011)*

Open Tuesday to Saturday, from 14:00 to 19:00 and by appointment.

4, rue Sainte-Anastase, 75003 Paris

Tel : +33 (0)1 42 78 08 07

e-mail : info@sitdown.fr - www.sitdown.fr

Press images on request

Press contacts: galerie SIT DOWN

Tél : +33 (0)6 64 12 06 96 –

email : sit.down@wanadoo.fr

« Sacha, photographe de mode »

From 20th January to 20th march 2011

Dutch Institute

121 rue de Lille, 75007 Paris

Tel : +33 (0)1 53 59 12 40/ Fax : 01 45 56 00 77

e-mail : info@institutneerlandais.com

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Biography

Sacha van Dorssen was born in Holland, in Rotterdam where she began her studies at the Academy of Fine Arts Sint Joost in Breda in 1960. In 1963 she arrived in Paris and started her career as a fashion photographer. It was at this moment in time, that she decided to adopt the name, Sacha.

Working foremost as a Fashion photographer for four decades, her work can be found within a large variety of French and foreign magazines, as well as publicity campaigns.

In 1964, at the beginning of her Parisian career, Sacha was a regular contributor for the magazine *Elle*.

Throughout the sixties she continued to develop her style in the context of fashion; working in England with Harpers Bazaar and the Sunday Times magazine.

In 1977, she started a close collaboration with the magazine Marie Claire that lasted for over 20 years. Both sensual and striking, Sacha's photos continued to grace the pages of influential and respected magazines such as British Vogue, Stern, Harper's Bazaar Italy, Marie Claire bis, GQ and American Elle.

From 1977, with the Éditions du Regard, her photographs were published in reference books dedicated to fashion (*Fortuny, Christian Dior, Old England...*) and at the beginning of the eighties; her photos reached a new audience beyond the pages of fashion magazines.

In 1984, Hermès chooses Sacha to collaborate with their magazine *Le Monde d'Hermès*. Likewise, *Louis Vuitton* assigned her as photographer for their publication. Also at that time, Sacha participated in the adventure that was the advertising agency 'Mafia', with whom she created campaigns for Yves Saint Laurent and L'Or, and many more.

Sacha currently continues to work for the magazine *Bloom*.

The exhibition "si c'était..."Sacha, portrait chinois, offers the opportunity to view a selection of photographs, taken from all points in her career, most having never been shown to the public before.

Published work (magazines)

1964-1967 regular collaboration with Elle

1966 children's fashion for Harper's Bazaar UK

1967 The Sunday Times Magazine

1970-1977 regular work for Elle

1970 British Vogue

1970 The Daily Telegraph Magazine

1970-1975 collaboration with Stern

1977-1999 collaboration with Marie Claire

1977-1980 Harper's Bazaar Italy

1980-1990 Marie Claire bis

1980-1984 Linea Italiana

1981 Dépêche mode

1982-1988 GQ

1984 collaboration with the magazine *Le Monde d'Hermès*

1987-1990 Vogue Hommes

1989-1990 Marie Claire Spain

1990-1995 Marie Claire UK

1991-1993 Louis Vuitton catalogue

1992 American Elle

1999-2010 Bloom Magazine

Published works (books)

1977 'Women on Women', Aurum Press, London.

1979 'Mario Fortuny', Éditions du Regard, Paris.

1987 'Dior', by Françoise Giraud, Éditions du Regard, Paris.

1992 'André Putman', Éditions du Regard, Paris.

2002 'Old England', Éditions du Regard, Paris.

2006 Maurice Nadeau for the book 'Louis Vuitton'.

Advertising campaigns

1973 Caron

1973 Chesterfield

1974 Dim

1979 Yves Saint Laurent

1983 L'Or