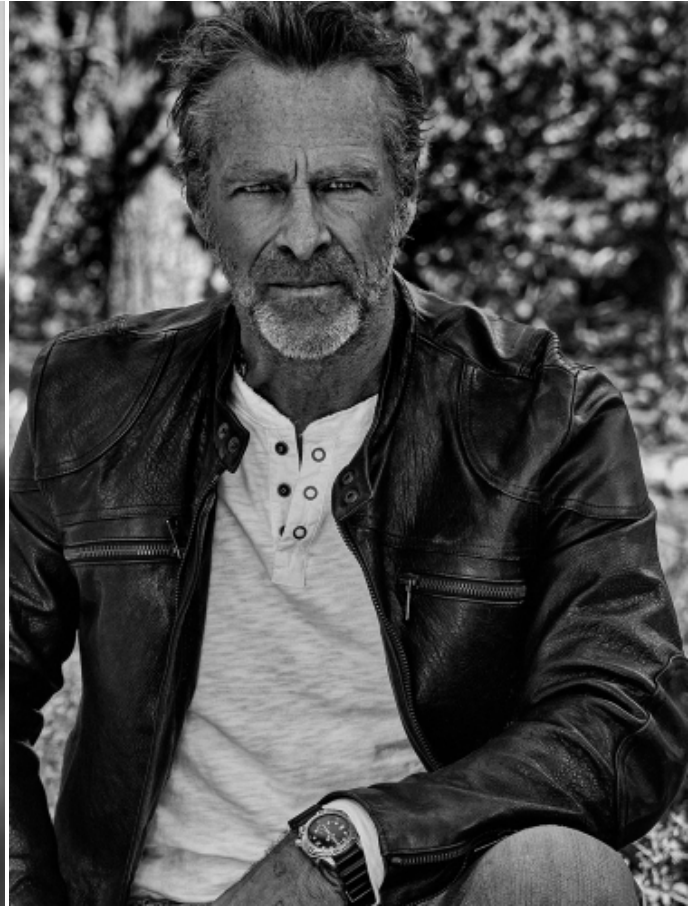
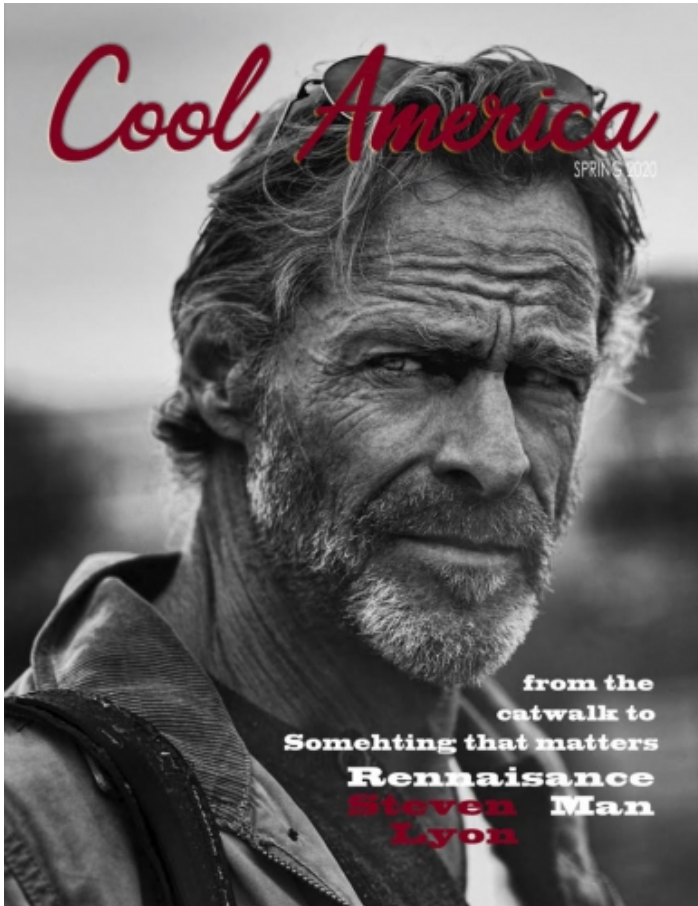


STEVEN LYON



STEVEN LYON

American Photo

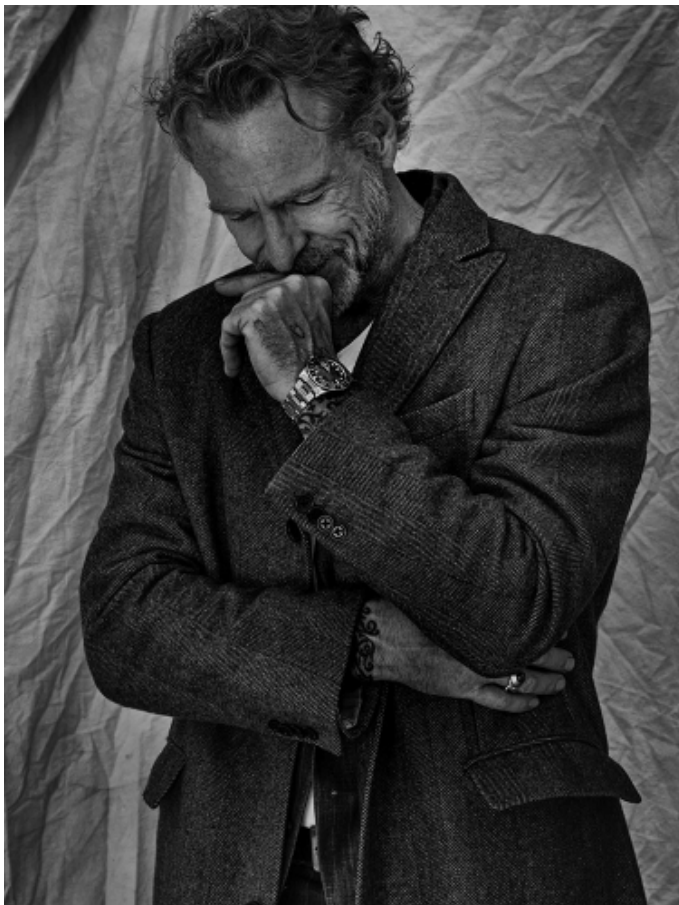
creative director Mike Stallings

Photographer Steven Lyon

photographs *himself* for Cool America



STEVEN LYON



EN LYON
 set on the street by Andy Warhol, Lyon's first modeling job was for the 1970s magazine look in This led to an illustrious career which Lyon working with the likes of Gianni de, Claude Montana and Jean-Paul. However, in 1998 Lyon decided that his model career would be better served on the other side of the camera. Beginning photography career in Paris, over the last decade Lyon has developed a distinctive style, reminiscent of world's Golden Age. His glamorous, and white images have graced the of numerous magazines including Vogue and Vanity Fair. In 2014 his photography, Lyon works in 2014, his 2014 short film was selected for the Los Angeles Film Festival. Whilst his music video for the 2014 single 'Vini' was awarded the top at the Hollywood International Film Festival in 2015. Lyon traveled to Africa for many years with his work, in 2012 Lyon moved to set up his own charity, which works to highlight and protect endangered animals. Lyon is working on a documentary film about illegal poaching that is being shown in the Philippines. Lyon, Something That Matters has a passion project for Lyon over the last years, in that time he has traveled 10,000 miles making the film which for release early next year.

lyon.com



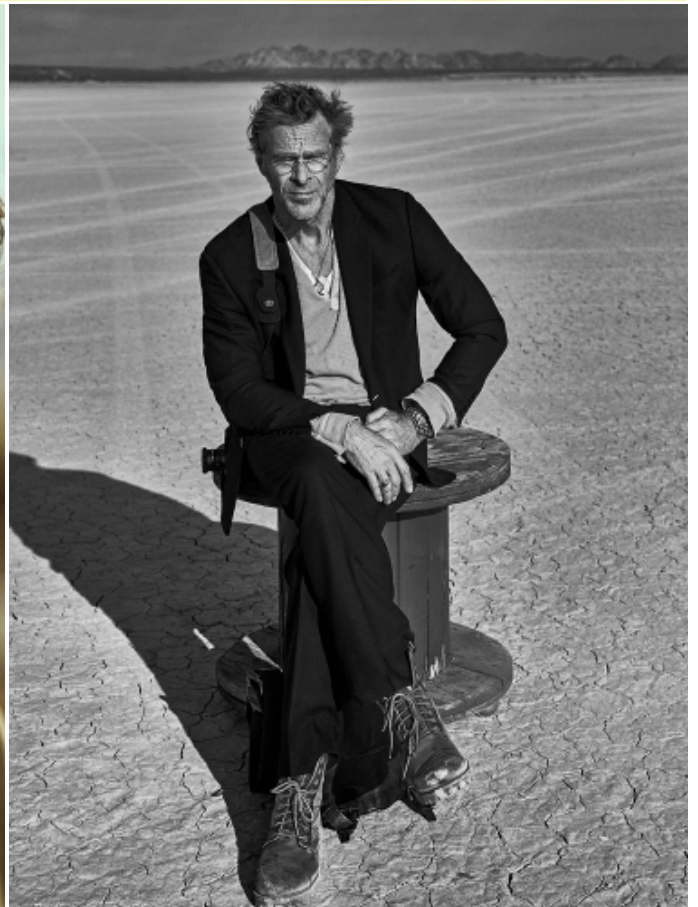
Durys wears vintage denim jacket and jeans, worn underneath, by Lyon's vintage clothing, inspired from the archive of Massimo Osti. Lyon's shirt from Leader of the Pack Vintage top by Lenny Brand, handcut from Rinsed fabric, boots, made in Italy. Steven wears vintage jacket by Duvon & Joseph, Ralph Lauren, belt and shirt from the archive of Massimo Osti. Boots, made in Italy. Vintage boots by Red Wing, Italy.

STEVEN LYON

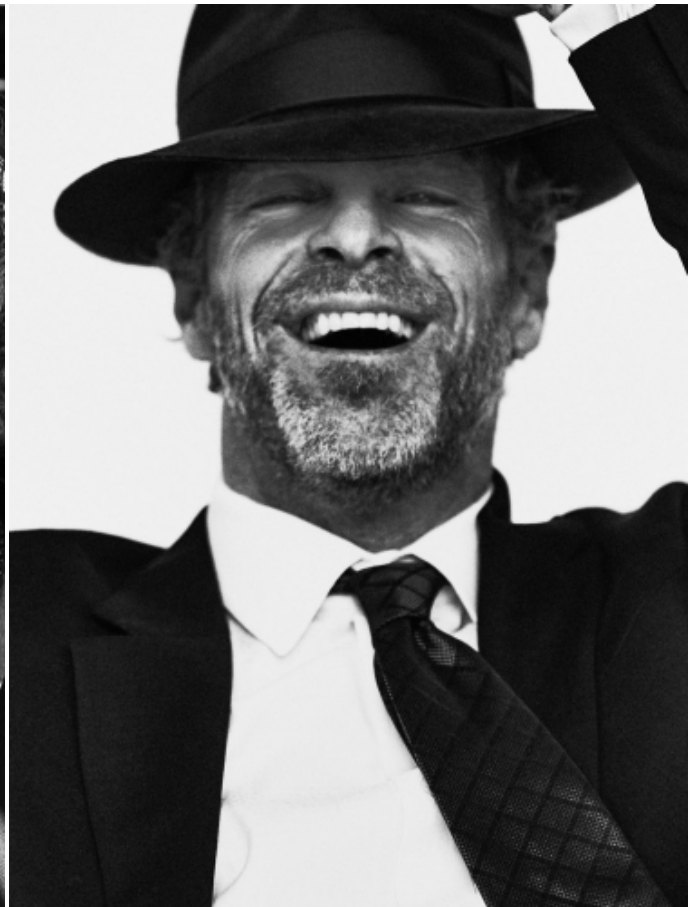
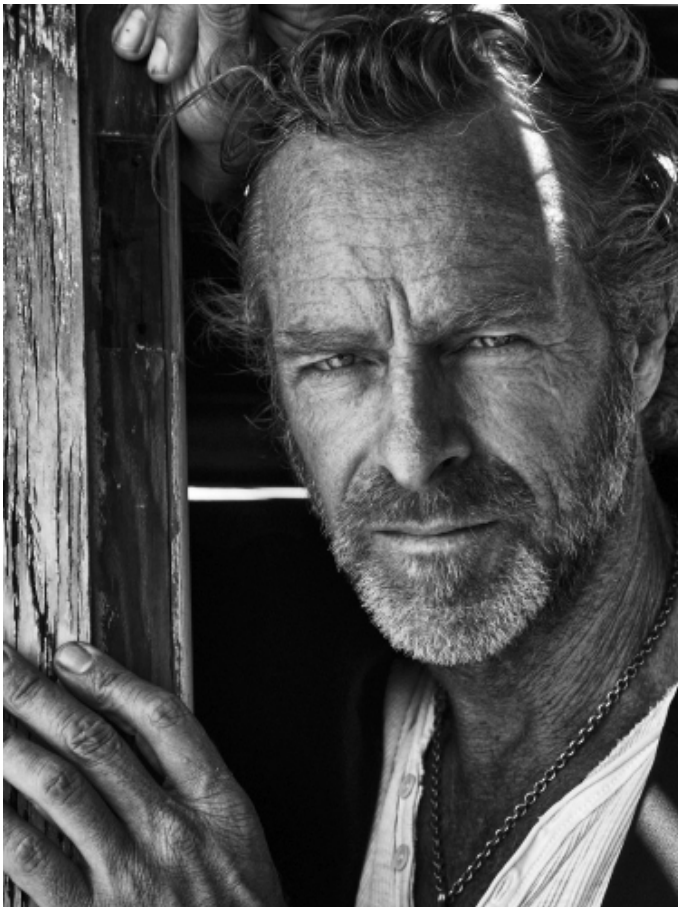


BOSS MAN

STEVEN LYON



STEVEN LYON



STEVEN LYON



STEVEN LYON

**STEVEN
LYDEN**

"I'll make images as long as
I have something to say"
- Steven Lyon

gling from Los Angeles, publishing, writer and director Lyon has been considered an engine within his industry of Hollywood and a true Renaissance visionary. He has engineered a creative legacy from his home and behind the camera for three decades. In 1979, the age 30s that he was first discovered by Jerry Bruckheimer as a model, he took interest in magazine. One day, he made it through in the world of the age 30s and 40s, he is still considered one of the most influential and powerful men in the entertainment industry. Lyon has been the executive of the paper since 1995.

For the past 25 years Lyon immersed himself into the fashion world of Paris – only this time, on the other side of the lens, as a fine art, fashion and celebrity photographer. Lyon drew inspiration from the cinema, especially film noir and German Expressionist cinematography.

In the city of lights, he established himself as a creative entrepreneur, sometimes in concert, a borderline artist, walking his own path in the global fashion photography, a world of fame and fame has been exhibited throughout the galleries of Europe, and published in numerous magazines, including *Vogue*, *Elle*, *Harper's* and *Elle* plus many more leading art house magazines.

In Hollywood International, Motion Picture Film and TV, and "The Page in Motion Picture Film and TV" was also listed as "Director to watch" in a study, just that the "Remember Cuba" was newly created and won top prize at the "Los Angeles San Festival."

After a three-decade tour around and in NY, Steven Jovan has finally returned to his

For the past 4 years, Lyon has been filming a feature documentary in Africa called, "Something That Matters". This poignant documentary takes a raw, first-hand look at the escalating crisis of poaching and corruption, which threatens extinction of the entire rhino species. Lyon has logged over 12,000 km, on foot, in an exceptional trek in the African Bush in search of the real story behind this crisis.

In 2013 Steven Lyon founded a nonprofit organization called, *Lyontheorizing*. The documentary, is the inaugural project under the auspices of the organization.

Steven's directorial work has come to the attention and acknowledged by a variety of international film festivals. His music video, "Yin," for the band "The Wrecked Dogs," was the official selection for Earth, New York Film Week and the Los Angeles International Film Festival. The video garnered top prize in "Hollywood International Motion Picture Film Festival" and "The Prague International Film Festival." He was also named as the "Director to watch" in a feature, only short film "Remember Cuba" was recently selected and won top prize at the "Los Angeles San Francisco."

After a three-decade stint abroad and a NYC, Steven Lyon has finally returned to his

hometown, Los Angeles where he founded and is acting editor in chief and creative director of a new art publication named "W-
DUCE", its an art and image based bi-annual publication.

Lyon continues his tireless work on the plight of the Rhinos and will be debuting his documentary, "Something That Matters," in Spring 2021.

In the meantime Lyon enjoys his California days with his 14 year old American Staff Ruddy and continuing his imaginative journey and creative inquiry.

Photo by Roberto Aguilar

EXCLUSIVE
INTERVIEW
INTERVIEW BY BIAGIO DE GIOVANNI

Who were your biggest influences if any when you started?

That's easy. Helmut Newton, Peter Lindbergh, Herb Rittz, Sante D'Orazio and Paolo Roversi. And I've always loved Peter Beards work. Tragic loss, such a cool and interesting man.

What is the gear you have used in the past and present?

Haha its no secret Im a film shooter. I have and use many different cameras. I shoot a Hasselblad 503v at least till it was stolen. A Mamiya RZ67, Pentax 67, Linhof Master Technika 4x5 and a Sinar P2 8x10. I love the Canon EOS 1V 35mm as well. Of course you have to shoot digital sometimes especially for advertising. I love the Leica S system... Also I use my Canon 5D as a Polaroid.

As well know you still shoot mostly on film. Why is that?

Film adds another layer to the image. I like my work to be cinematic and film is just that. I love the colors of film and nothing beats BAW film for BAW images. You can try and photoshop a digital file and get it close but never really like film. So fuck just shoot film. Fix it in post is never an option. Light it and shoot it right and post work is just a little burning and dodging. I spend maybe 20 min on any given image in post... Yes I do my own post.

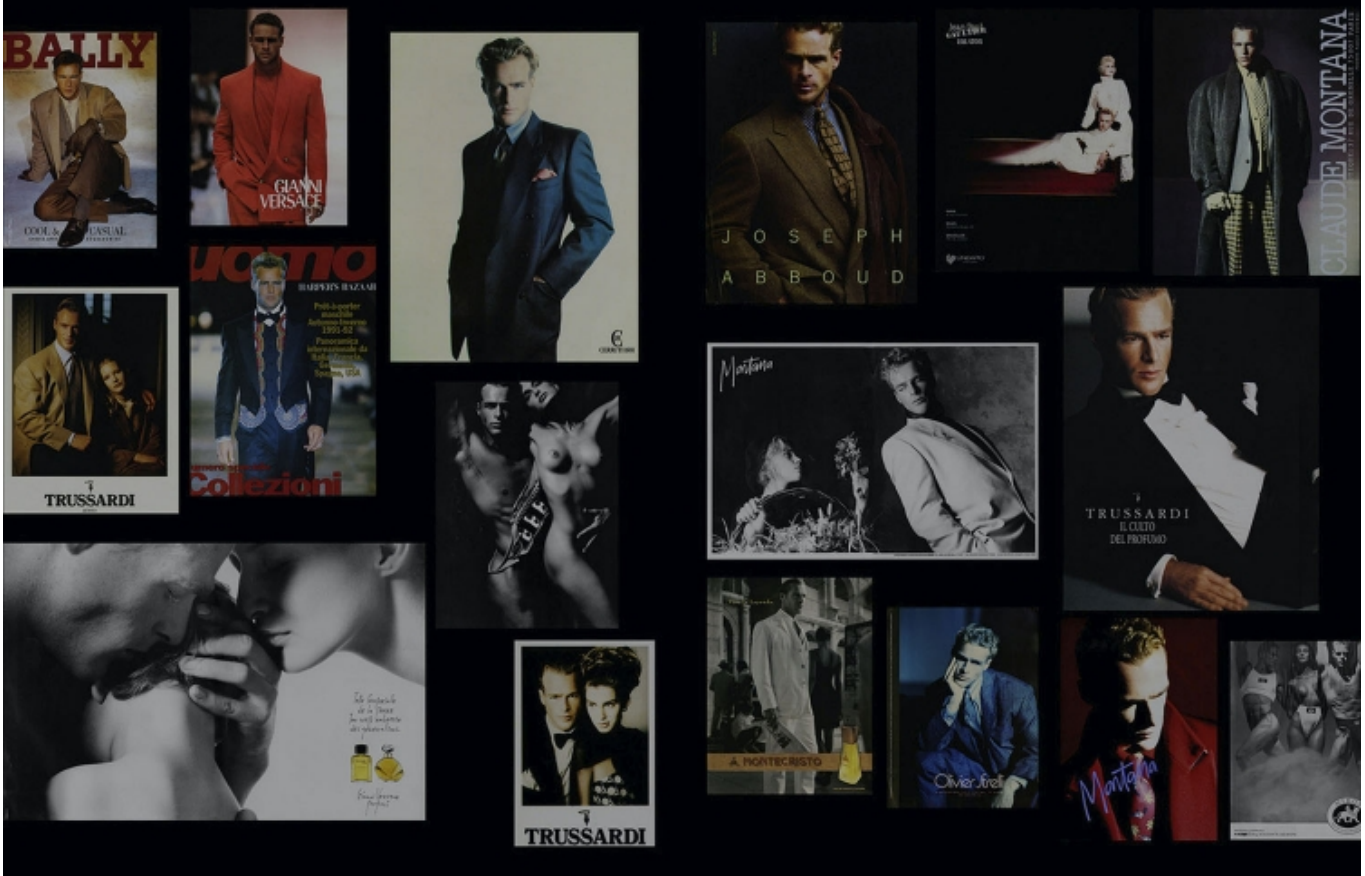
Also my work is shown and sold in galleries and only offered in silver gelatin and Platinum prints. I Never offer digital prints.

You've done some quite powerful portraits. What's your working process like? How do you make the moment happen where they seem honest and real?

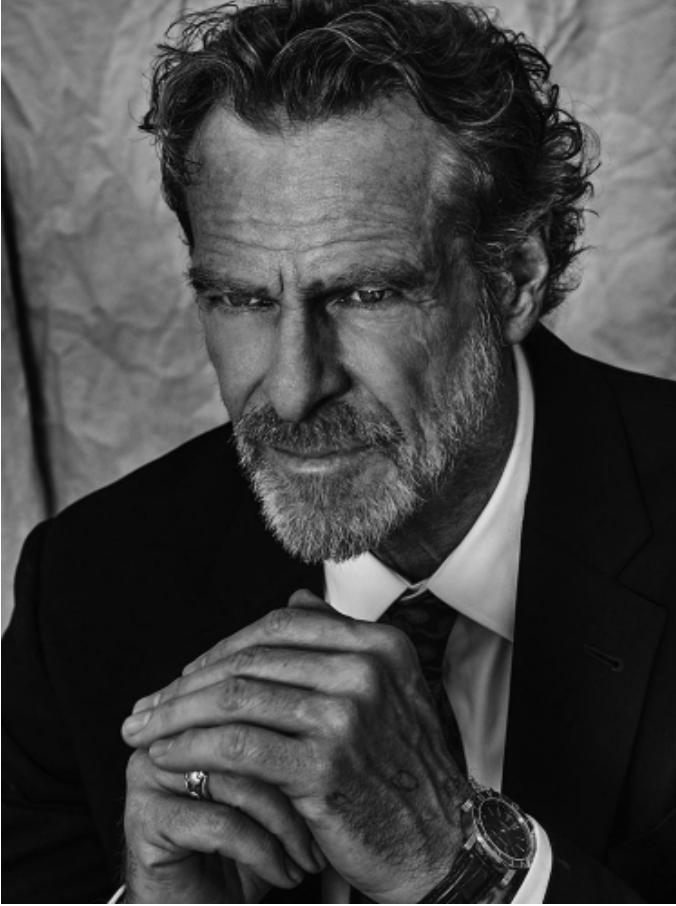
I think it's all about trust. I like to spend time with the

Before being an amazing photographer, you started your career as a Model. What made you decide to go to the other side of the camera? How did this happen?

Well yes that's true. I had a great career based out of Paris for over 10 years. The 80s was a great time to be a model. Sex, drugs, rock and roll pretty much sums it up. It wasn't til 5-6 years after I retired modeling that I started shooting pics. Mostly out in the desert and at a horse ranch with models I knew. I loved the old gussy campaign images with a sexy girl and cool guys - They just seemed so natural and real. Not like the posed over retouched shit you see today.



STEVEN LYON



WWW.SIGHT-MANAGEMENT.COM P° DE GRACIA 37 PH +34 932 722 434