

World Fairy Tales

Press Release

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CONCEPT

World Fairy Tales is an Artistic Project produced in the Shanghai World Expo 2010.

The Concept was to recreate Fairy Tales from the whole world through a series of artistic photo shootings. Cedric Lazerges, founder and creative director of World Fairy Tales, chose nine pavilions to represent five continents.

9 Countries, 9 fairytales, 9 Pavilions, from the 5 continents were the background of our photo shootings :

Canada, China, Denmark, Iraq, Mexico, French Polynesia, Russia, South Africa, and The United Kingdom.

This project was a unique and amazing human adventure: 6 months of creative work, a team of 120 people, 50 models, 22 different nationalities sharing the cultural diversity of the world.

World Fairy Tales is a long lasting artistic memory of the successful Shanghai World Expo 2010.

9 FAIRY TALES FROM THE WHOLE WORLD

- Denmark Pavilion: The Little Mermaid
- Mexico Pavilion: The Volcanoes Lovers
- United Kingdom Pavilion: The Island of Avalon
- Canada Pavilion: Raven and the Creation of the World
- Pacific Pavilion / French Polynesia : Te Vahine and the Tiare Flower
- Iraq Pavilion: Aladdin and the Wonderful Lamp
- South Africa Pavilion: Selekana and the River God
- Russia pavilion: The Firebird and the Quest of Prince Ivan
- China Pavilion: Chang'E Flies to the Moon

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JULIAN DE HAUTECLOCQUE HOWE : PHOTOGRAPHER

Julian de Hauteclocque Howe is a French photographer specializing in Advertising, Fashion, and Editorial. He attended the "French Conservatory of Film", and the "Brooks Institute of Photography", graduating with honors in 1997. Julian is a child of Asia, born in Kobe, Japan, he is since 2004 based in Shanghai, where he did shootings for top celebrities (Agatha Ruiz de la Prada, Lang Lang, Pearl Lam, Kai Kong Yong, Anthony Wong, Jia Zhang Ke, Li Yun Di) and international brands (Absolut, Bentley, Perrier, Grey Goose, HSBC, Louis Vuitton, Dior). His works are featured in top fashion magazines such as Esquire, Harper's Bazaar, Vogue, ELLE.



CONTENT

99 photographs,
126 x 93,6 cm
9 artistic videos featuring the
project backstage.

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