

# Iconic Paris



## PHOTOGRAPHS

by

JON RENDELL

On the occasion of Sofitel's 50th birthday celebrations, Sofitel Luxury Hotels are pleased to present a special exhibition of French inspired photographs by the Australian artist Jon Rendell.

Born into an amateur photographic family in Melbourne in 1957, Rendell grew up surrounded by cameras and film. At art school he honed his craft under renowned photographer Athol Shmith, three decades after having the revered family Kodak box Brownie passed down to him at the age of eight. Rendell progressed through a series of 35mm film cameras along with the associated traditional darkroom techniques. In 1999 he began working with digital photography and is now thoroughly committed to the medium and delights in all its possibilities with its opportunities for exploration and experimentation.

In December 1977 Rendell embarked on a major holiday, an exploration of France and soon became captivated

and seduced by the array of rich visual material he discovered particularly in Paris. The city charmed him and fuelled his creativity; the boulangeries, the Bohemian Left Bank café life, the flâneur in the city's parks, the elegance of the art nouveau wrought-iron with its curves and swirls and the brilliance of Gustave Eiffel's modern tower moved him: "*I turned a corner and was presented with my first full view of the Eiffel Tower*", claimed Rendell, "*tears spontaneously welled in my eyes. I still remember the feeling thirty-six years later.*"

While not clichéd, Rendell's subjects are the familiar iconic images that we have all grown to admire and they follow in the tradition of other photographers of that city whose names include Henri Cartier-Bresson, Robert Doisneau, Brassai and Eugène Atget.

Jon Rendell currently lives in San Francisco. More information on the artist can be found at [www.jonrendell.com](http://www.jonrendell.com).



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