

E u g e n i o
R e c u e n c o

A D V E R T S
R E A C T I O N

It looks like the superficial times are here to stay and as the decades roll on, so the numbers vying for our adulation grow. If the aim is to increase purchasing power then the advertising big fish are clapping their fins with glee as we excavate our pockets. The tools of the trade are predictably as old as the hills, appeals to sexuality and our need to preen.

Madrid based photographer Eugenio Recuenco is a force to be reckoned with when it comes to subliminally making us reach for the plastic. Although he might not care for superficiality he is still has strangle hold on the sartorial pulse. Keen observation WITH OR WITHOUT THE LENS AND A FANTASTICAL IMAGINATION MEANS ETHEREAL BEAUTY MEETS STARK MODERNITY.

Chronological periods shape-shift to coincide or collide as part of the dichotomy that has seen Recuenco spearhead crucial campaigns. The macabre fascinations have been tempered by the birth of his daughter have not stemmed the creative flow.

"I discovered that many of these fairy tales and

fantasies where more interesting than many of the things that pretend to be fantastic today. They are only references to distort or to project my own vision about them."

The "vision" was cultivated as a precocious boy in a time when cameras were not commonplace, "it was during a school year end trip, when my father leant me his Kodak Retinet. Each photograph was a 'world'." It seems that once the door was opened there would be no stifling of these epiphanies, the school of Fine Arts beckoned and the rest is history. Recuenco is remarkably humble about his work,

"I have never worried about my "talent"; I do not even believe in it, I have only gone about life with my eyes open, many a times without understanding what I saw. I believe everything remains and that time later reveals it."

One thing is for certain, Receunco's passion is tangible be it for his family or his dislike of "sad, consumist" society and his approach is most definitely refreshing.

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