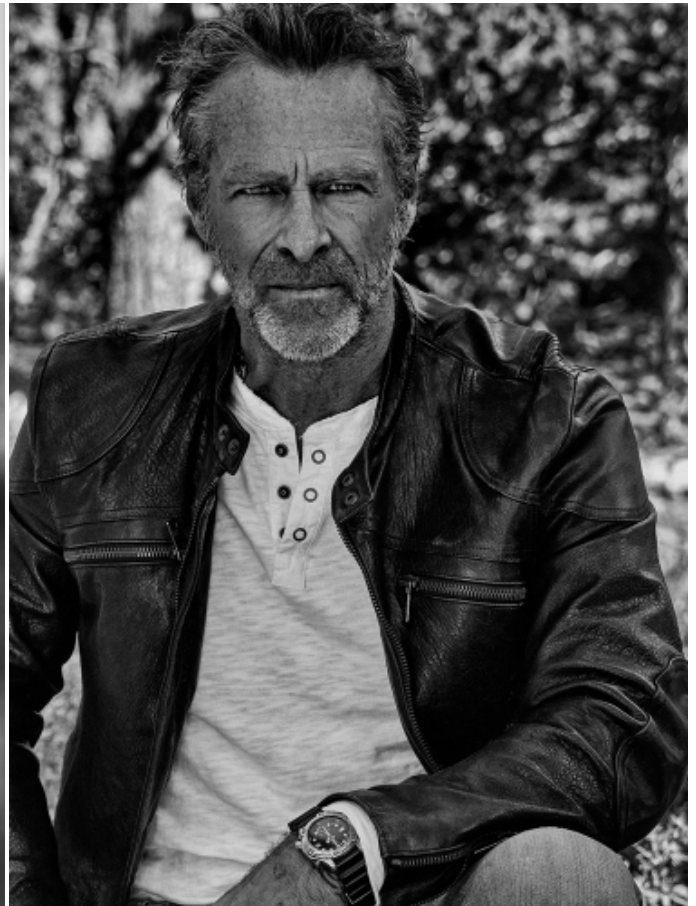
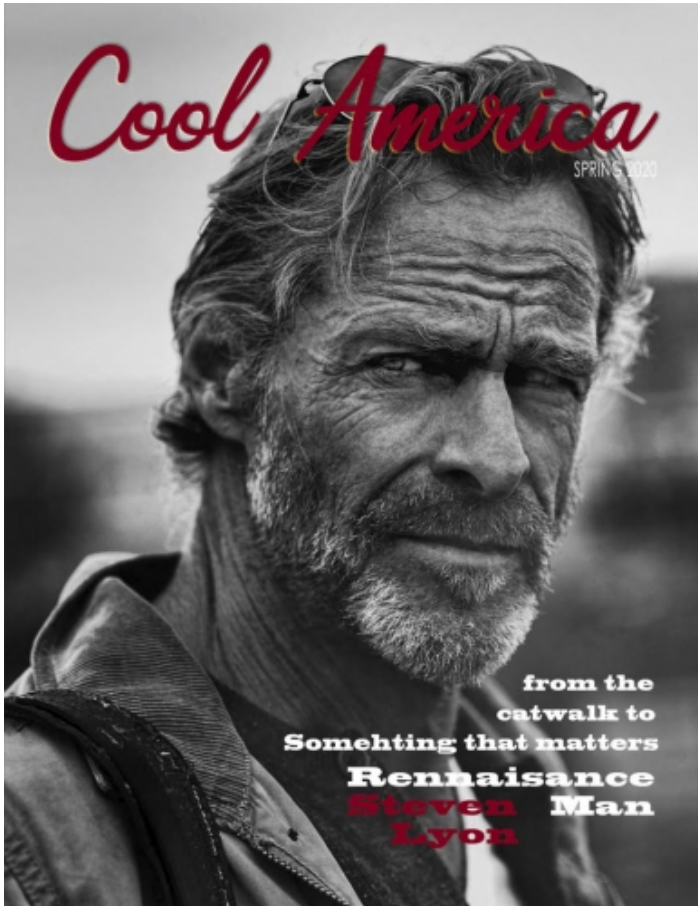


STEVEN LYON



STEVEN LYON

American Photo

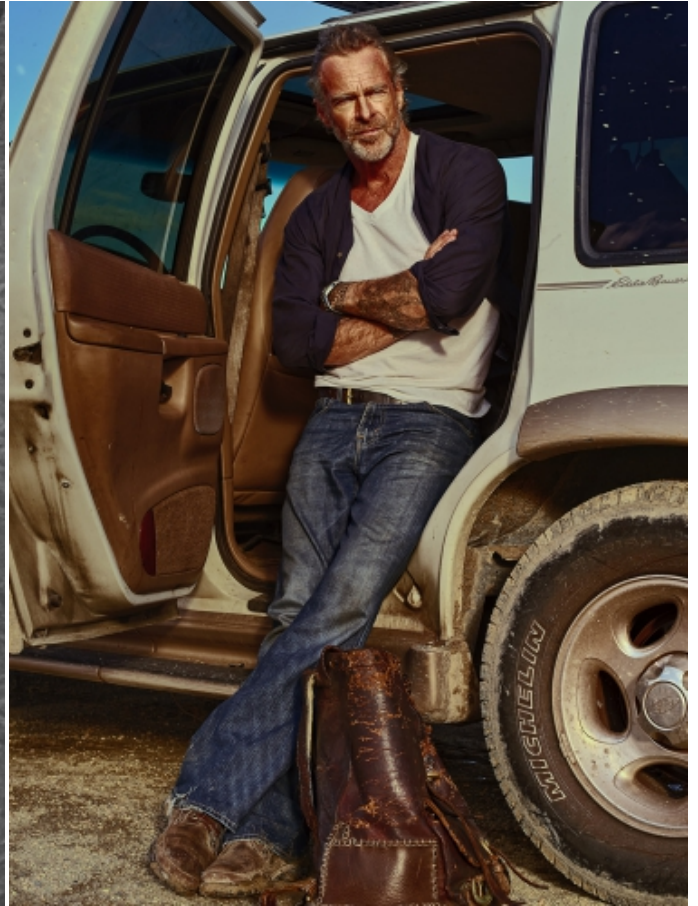
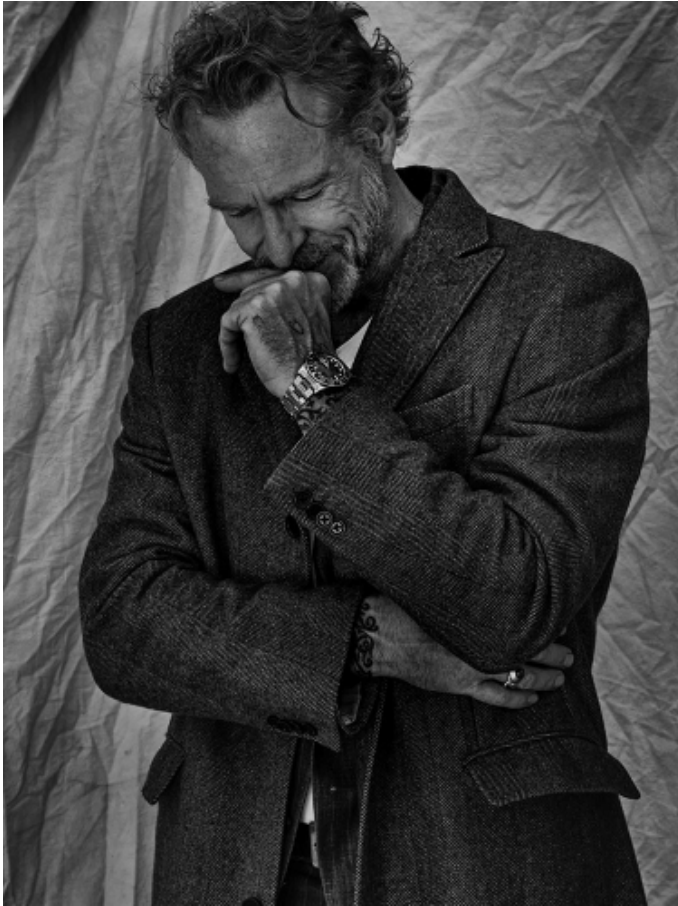
creative director Mike Stallings

Photographer Steven Lyon

photographs *himself* for Cool America



STEVEN LYON



EN LYON
 led on the street by Andy Warhol,
 Lyon's first modeling job was for
 the magazine back in
 This led to an illustrious career which
 job working with the likes of Gianni
 de, Claude Montana and Jean-Paul
 or However, in 1988 Lyon decided
 arts would be better served on
 her side of the camera. Beginning
 otography career in Paris, over the
 ad decades Lyon has developed
 distinctive style, reminiscent of
 ood's Golden Age. His glamorous,
 and white images have graced the
 of numerous magazines including
 ogue and Vanity Fair.
 ighside his photography, Lyon works
 mpreneur. His 2016 short film number
 was selected for the Los Angeles
 est whilst his music video for the
 y Dogs single 'Vini' was awarded the
 ize at the Hollywood International
 Picture Film Festival in 2015.
 ing traveled to Africa for many
 with his work, in 2017 Lyon
 ounded to set up his own charity
 earstone which works to highlight
 ight of endangered animals.
 igh he is working on a documentary
 pting illegal poaching that is
 ily driving the rhinos to
 ion. Something that factors has
 a passion project for Lyon over the
 six years, in that time he has traveled
 13,000 miles making the film which
 for release early next year.

lyon.com

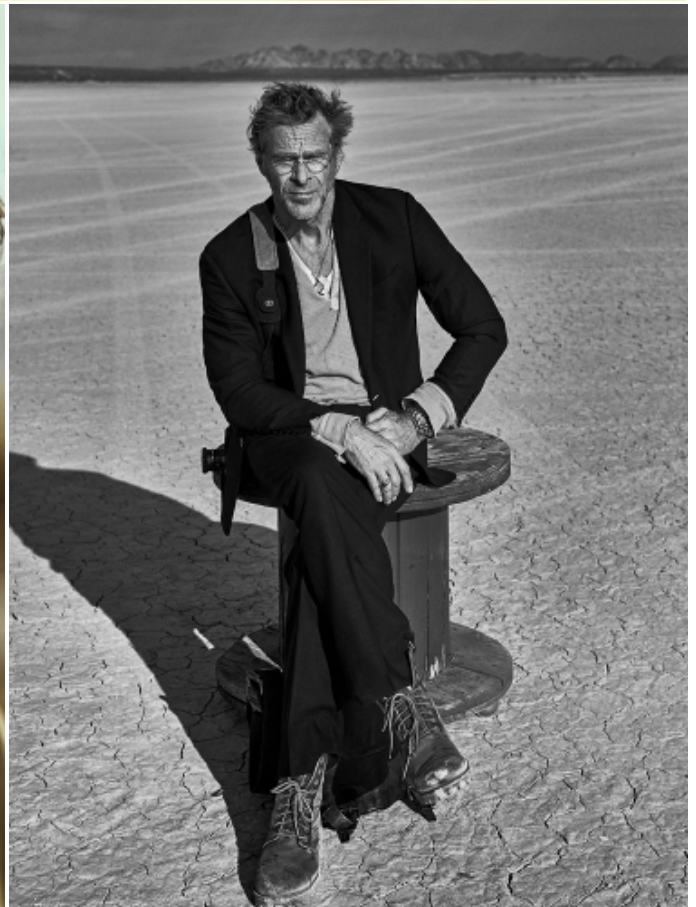
Deryn wears vintage denim jacket
 and jeans, worn underneath, by
 Lyle's Vintage Clothing, inspired from
 the archive of Marvyn Dismal, shirt
 from Leader of the Pack Vintage, top
 by Lyle's Brand, handbag from
 Rimmel Paris, boots, made's own.
 Steven wears vintage jacket by
 Dime of Joseph Erol, Lovers
 hoodie and shirt from the archive of
 Marvyn Dismal, belt, made's own.
 Vintage boots by Red Wing Shoes.

STEVEN LYON

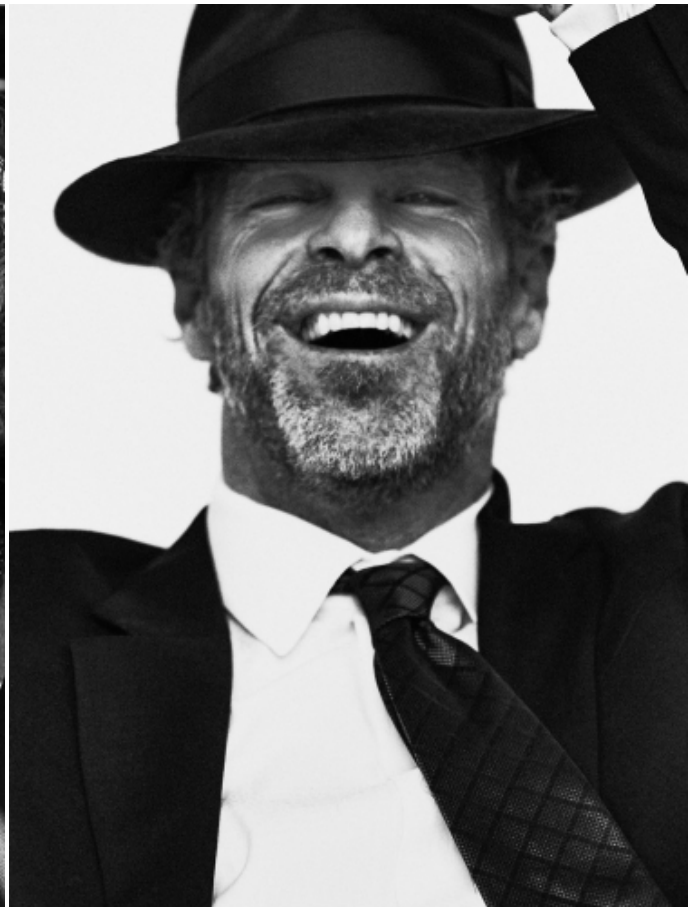
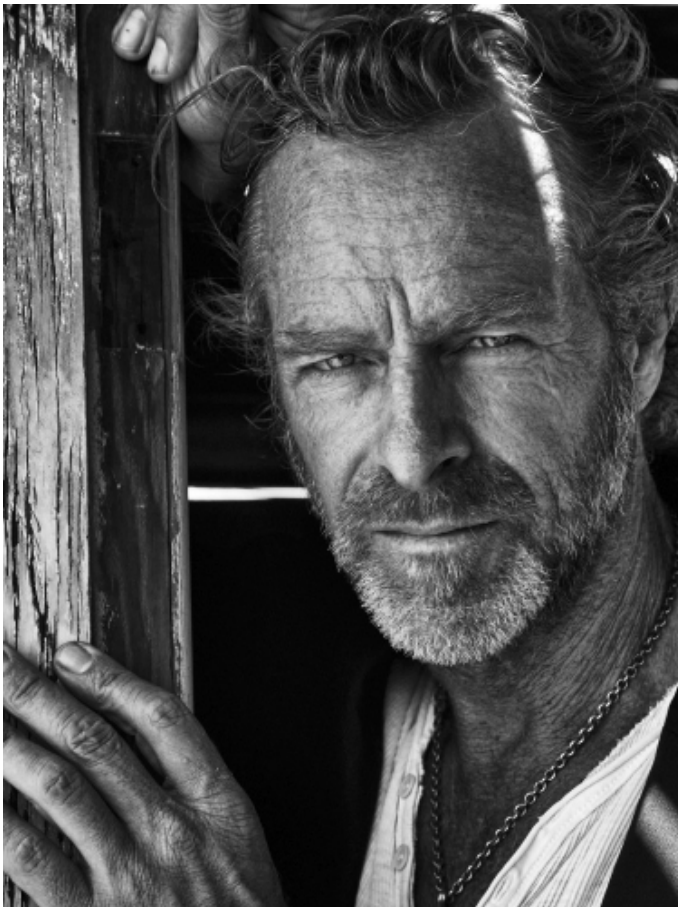


BOSS MAN

STEVEN LYON



STEVEN LYON



STEVEN LYON



STEVEN LYON



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

Hailing from Los Angeles, photographer, writer and director Lyon has been considered an enigma within his industry of the art world and a bona-fide rennaissance visionary. He has engineered a creative legacy both in front and behind the camera for over three decades. It was in the early 80's that he was first discovered by Andy Warhol's lens as a model for his new interview magazine. One of the top male models in the world throughout the 80's and 90's, he is still considered one of the most stylishly recognized, fashion models of this era.

For the past 20 years Lyon reinvented 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 from noir and German Expressionist cinematography.

In the city of lights, he established himself as a creative magazine, advertising filmmaker, a brand for men, walking his own path in the global fashion photography arena. Lyon's work has been exhibited throughout the galleries of Europe, and published in numerous magazines including Vogue, Vanity Fair and GQ plus many more look in art world magazines.

For the past 4 years, Lyon has been filming a feature documentary in black and white, "Something That Matters". This cinematic documentary takes a raw, first-hand look at the escalating crisis of poaching and corruption, which threatens extinction of the world's rhino species. Lyon has logged over 1,000 km, to both create the material for his film and to raise awareness of the rhino poaching crisis.

In 2013 Steven Lyon founded a nonprofit organization called "Something That Matters". The documentary is his inaugural project under the auspices of the organization.

Steven's cinematic work has come to the attention and acknowledged by a variety of international film festivals. His most recent film, "The Rhino" for the "Rhino Day" was the official selection film for "New York Film Week" and "Los Angeles International Film Festival". The video gained top-bills in "Hollywood International Music Picture Film Festival" and "The Hague International Film Festival". He was also named as a "Director to watch" in a survey, only shot film "Remember Cuba" was heavily selected and went top or one at the "Los Angeles Film Festival".

After a three-decade film career and so on, 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 "The DUGG" is an art and image based bi-annual publication.

Lyon continues his rhino work on the night of the rhino and will be directing his documentary, "Something That Matters", in Spring 2022.

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

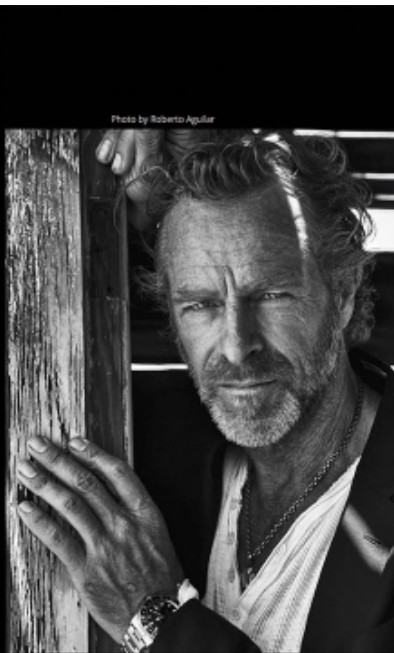


Photo by Roberto Aguilar

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 Roversti. And we always loved Peter Beard's 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 503cw at least till it was stolen. A Mamiya RZ67, Pentax 67, Linhof Master Technica 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.

Its well known 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 B/W film for B/W images. You can try and photoshop a digital file and get it close but never really like film. So fuck it 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.

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 80's was a great time to be a model. Sex, drugs, rock and roll pretty much sums it up. It wasn't till 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 guess 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.

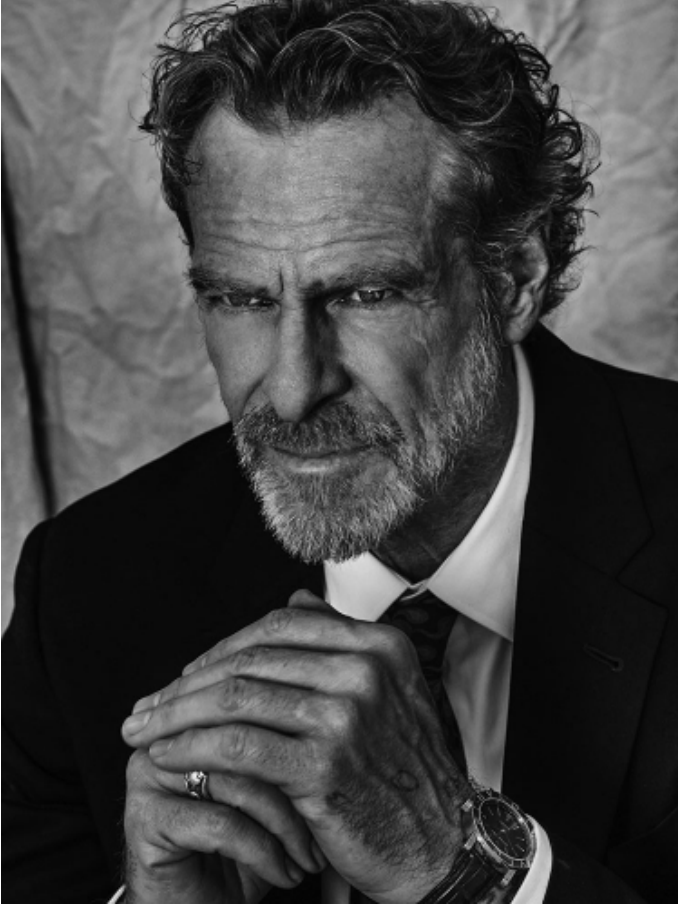
Also my work is shown and sold in galleries and only offered in silver gelatin and Platinum prints. I never offer digital prints.

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 its all about trust. I like to spend time with the



STEVEN LYON



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