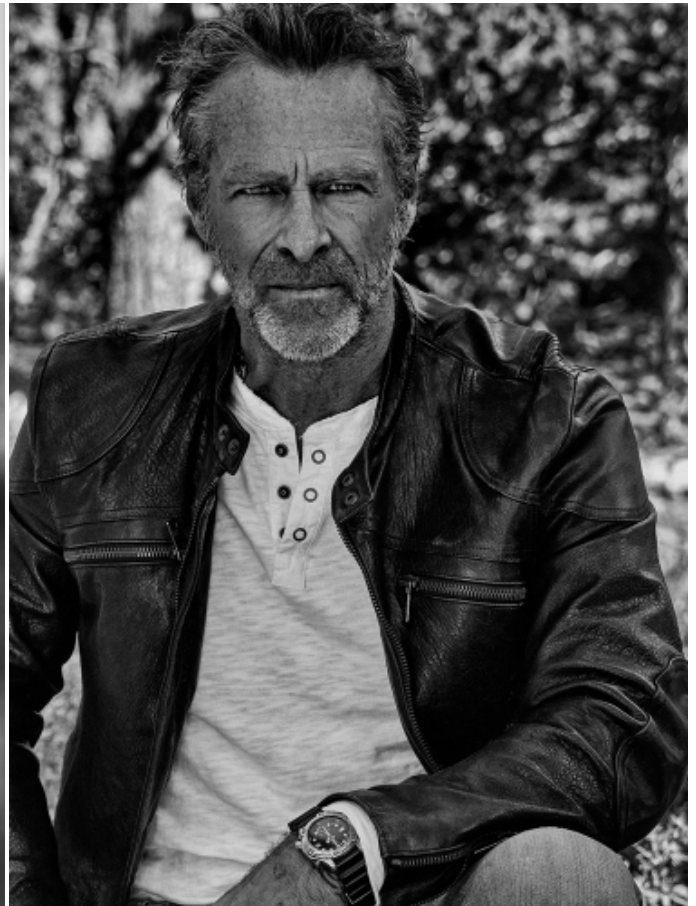
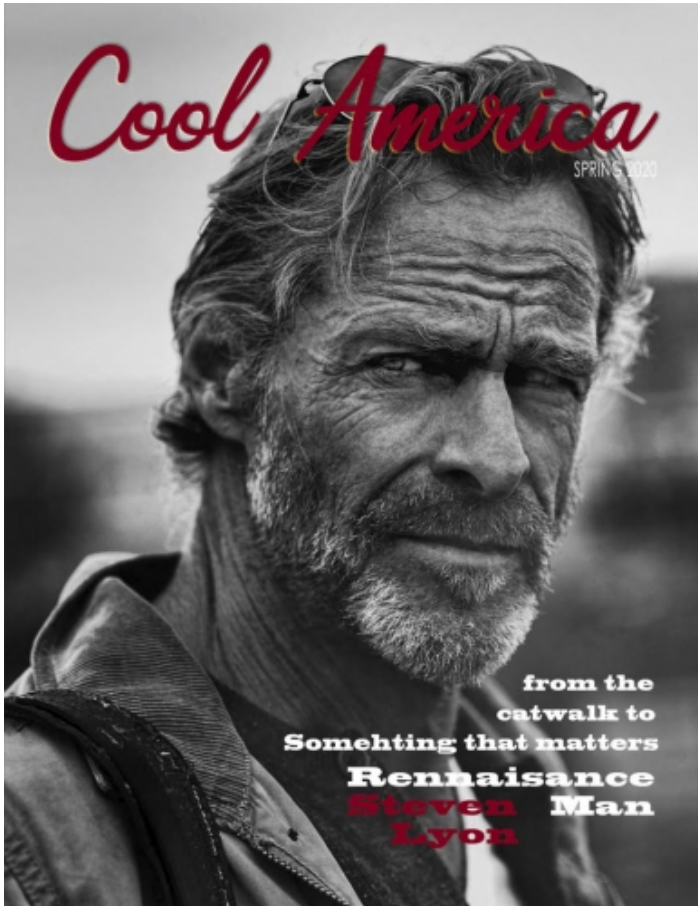


# STEVEN LYON





# STEVEN LYON

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## American Photo

creative director Mike Stallings

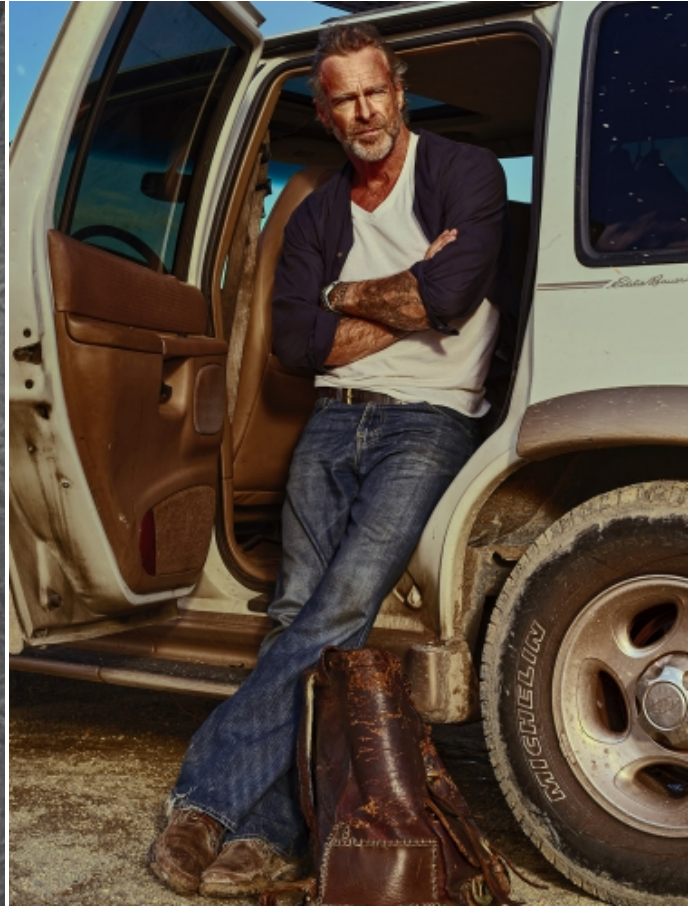
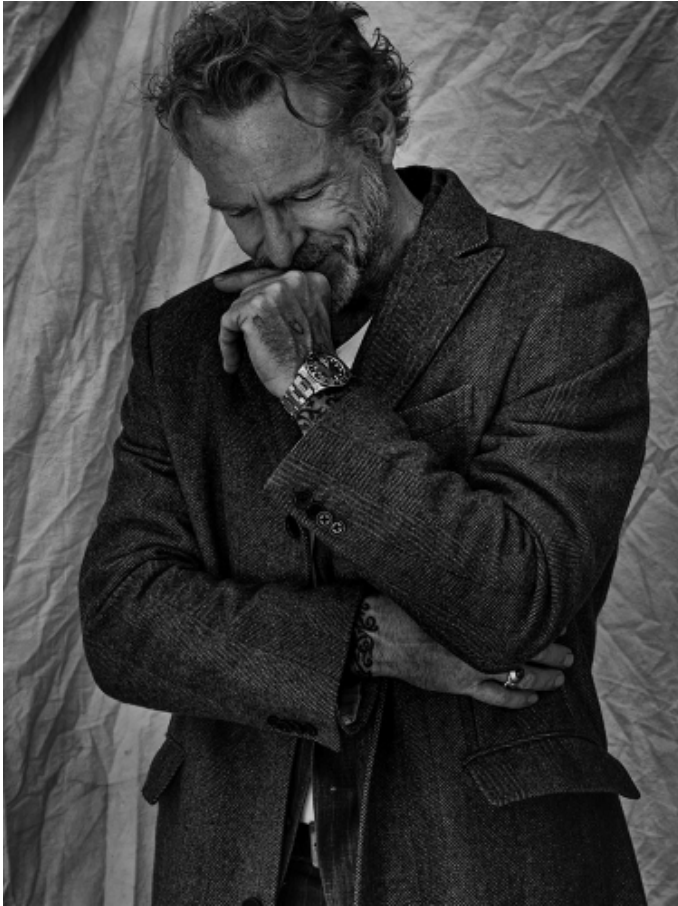
Photographer Steven Lyon

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.  
 ighide his photography, Lyon works  
 nrepreneur. His 2016 short film  
 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  
 ipping illegal poaching that is  
 ily driving the rhinos to  
 ion. Something that matters 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 midweek, by  
 Levi's Vintage Clothing, inspired from  
 the archive of Marvyn Duvall, shirt  
 from Leader of the Pack Vintage, top  
 by Lady Brand, handbag from  
 Richard Burt, boots, made's own.  
 Steven wears vintage jacket by  
 Dinos of Joseph Kroll, Leanne  
 hoodie and shirt from the archive of  
 Marvyn Duvall, both made's own.  
 Vintage boots by Red Wing Shoes.



# STEVEN LYON

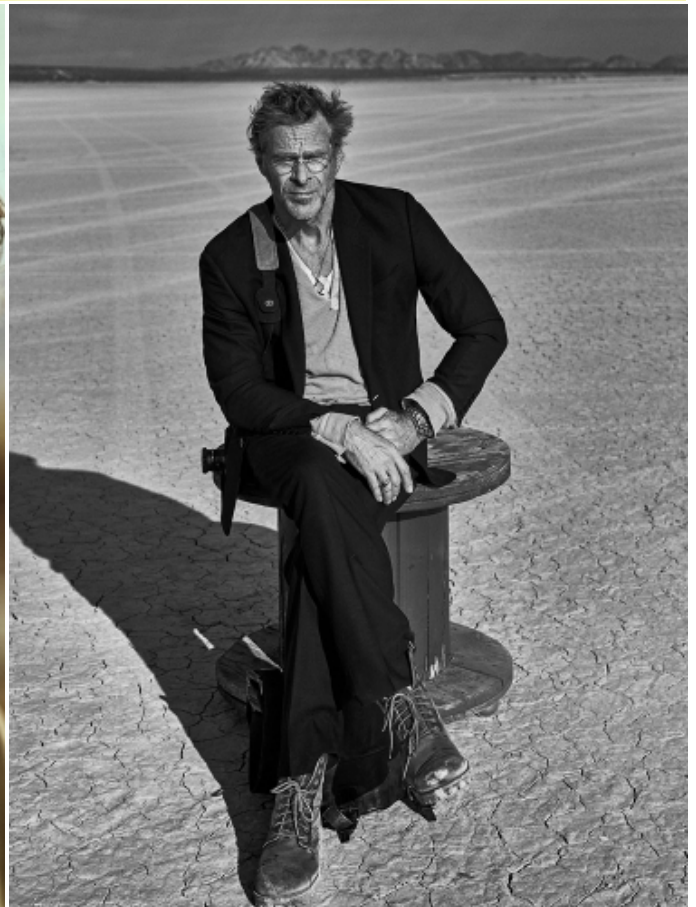


# BOSS MAN



# STEVEN LYON

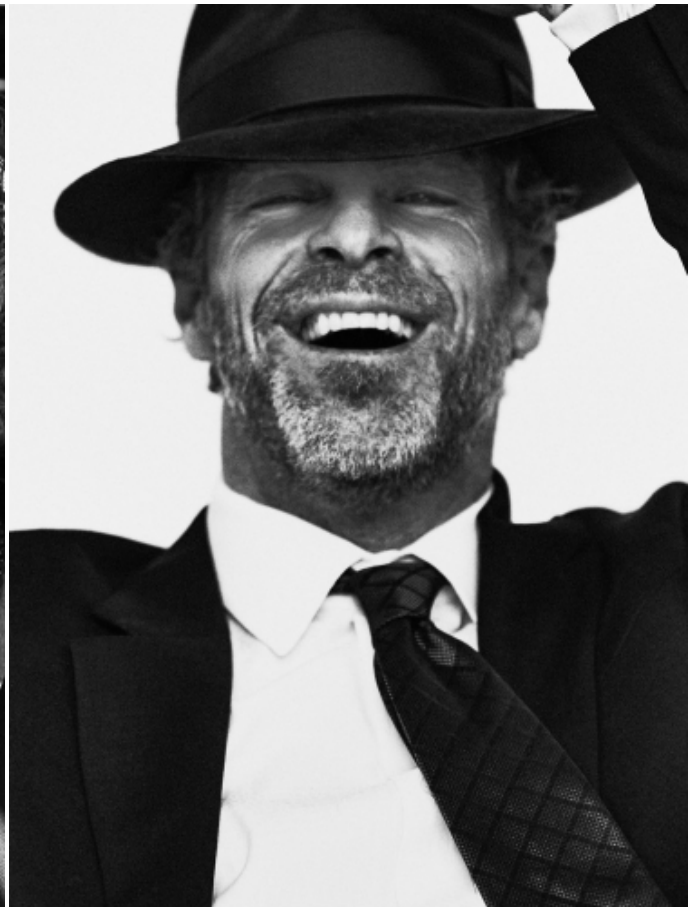
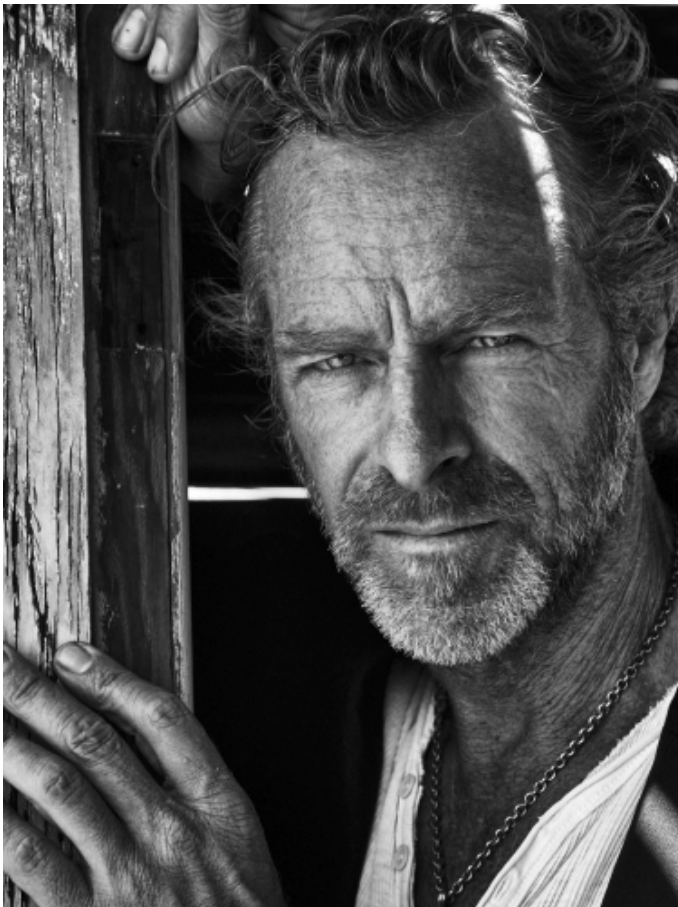
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# STEVEN LYON

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# STEVEN LYON

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# STEVEN LYON



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

**H**ailing from Los Angeles, photographer, writer and director Lyon has been considered an enigma within his industry of the art world and a bona-fide renegade 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 80s and 90s, he is still considered one of the most stylishly recognized, fashion models of his era.

For the past 25 years Lyon reinvented himself into the fashion world of Paris — only to be seen, 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 1980's, he established himself as a creative magazine, advertising filmmaker, a broadcaster, 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 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 rhinos. Lyon has logged over 1,000 km, to both create the material for his film and to raise awareness of the rhino's plight.

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 "Variety", only shot film "Remember Cuba" was heavily selected and went top or on 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 DUG" is an art and image based bi-annual publication.

Lyon continues his rhino work on the plight of the rhinos 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.

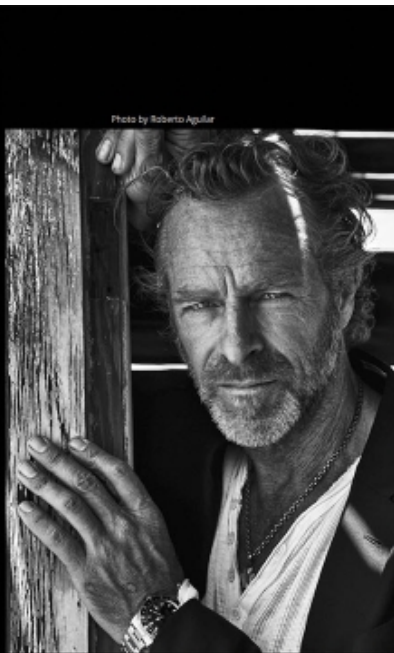


Photo by Roberto Aguilar

## 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.

**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 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?**

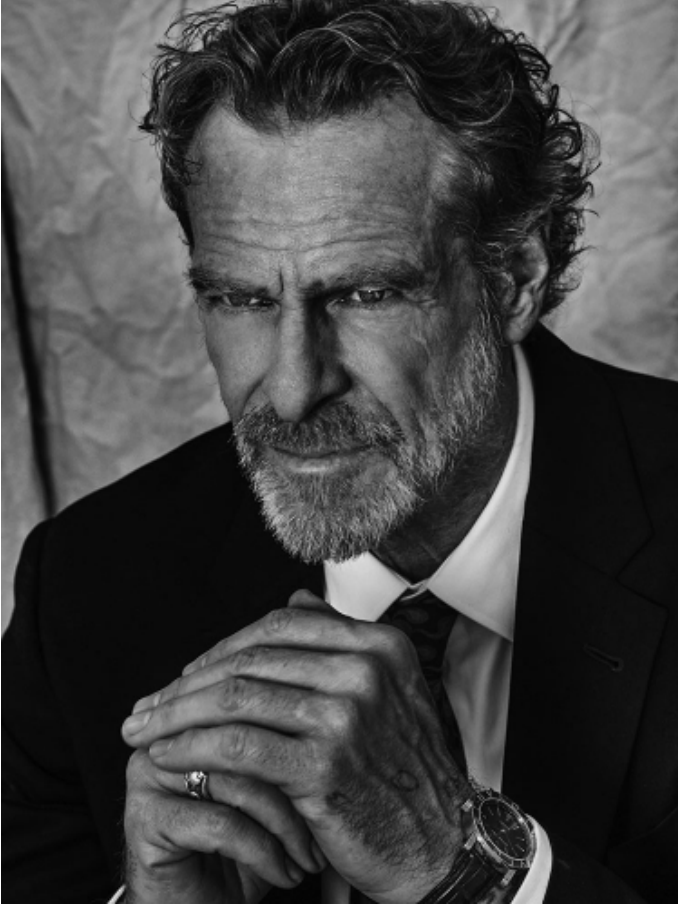
I think its all about trust. I like to spend time with the





# STEVEN LYON

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