



Danila Polyakov and Alexey Kiselev Riflemaker Gallery

22nd June – 29th June 2009

Opening 22nd June 6pm – 9pm

Danila Polyakov is a star. The famous Russian male model has been inspiring the international artistic establishment for years enticing designers as Jean-Paul Gaultier, Tom Ford and John Galliano, culminating in his appearance in the groundbreaking video “The Last Riot” by Russian artist group AES+F. He has become an iconic figure that cannot be categorized: he has become an art-object himself.

Polyakov grew up in the ever changing new Russia going through Soviet childhood, post-Soviet youth, a ruined country, sudden access to the internet, manga, Coca-cola, porno, Barbie, drugs, fashion magazines, easy money and early fame growing into a young man on top of his world.

Danila Polyakov uses the body as a language tool to express his natural narcissism. His only wish is to be recorded, to remain forever in the present moment of action without making any common sense to the viewer.

The Naughty Noughties is a joint project with talented Russian fashion photographer Alexey Kiselev, displaying the results of a two year experiment of visual incarnations of Danila Polyakov. The model/performer exposes the different aspects of his personality and his hoodwinked vision on society. The pictures have been published as a book and Kiselev recorded all Danila’s performances during the two year span of the project on tape.

In an exclusive one-week exhibition, Riflemaker Gallery is proud to present pictures, video and performances by Danila Polyakov and Alexey Kiselev. The Naughty Noughties is curated by Oxana Bondarenko and organized by The July 16, which is a cultural engineering agency working in art, music and design that creates concepts for art events and curates and produces art exhibitions of young talents.



Danila Polyakov

Born in Moscow in 1983, Polyakov reached international recognition as a model working for John Galliano, Ann Demeulemeester, Jean Paul Gaultier, Andrew Mackenzie, Richmond and Italian Vogue. He also worked as a stylist for Denis Simachev and Dmitry Loginov. Recently he launched his own line of clothes under the Vanilla label.

Alexey Kiselev

Kiselev Alexey, born in 1976 in Yekaterinburg, is one of the most sought after fashion photographer in Russia. He works with Vogue Russia, L'Officiel Russia, Harper's Bazaar Russia and Afisha among many others.

Riflemaker Gallery

Opened in 2004 by collectors Virginia Damtsa and Tot Taylor, Riflemaker is housed in London's oldest public building, a Georgian Riflemaker's workshop dating from 1712. Their aim is to exhibit the most ambitious and extraordinary work by the very best young and emerging artists of this era in this unique architectural space.

Riflemaker works not just from its unique base in Soho but also originates off-site projects involving the gallery's artists. Previous and current collaborators include the Contemporary Art Society, Selfridges department store, The Economist, Sotheby's, the National Gallery, the Royal Academy, 'A' Foundation, Bonhams, the Soane Museum, British Museum, Volta, Photo-London, German Embassy, Modus Operandi, Transport for London, Platform for Art, the Miami Art Fair and the Zoo Art Fair.

Project Presented by **THE JULY 16**
www.thejuly16.com

FOR MORE INFORMATION, IMAGES AND ACCREDITATION
Sandra Vermuyten | BOOMBOOM PR | sandra@boomboompr.com