

Ben Hassett

BEER

SODA

LOTTO



CARRIE SCOTT

DAVID HILL GALLERY

www.davidhillgallery.net | info@davidhillgallery.net

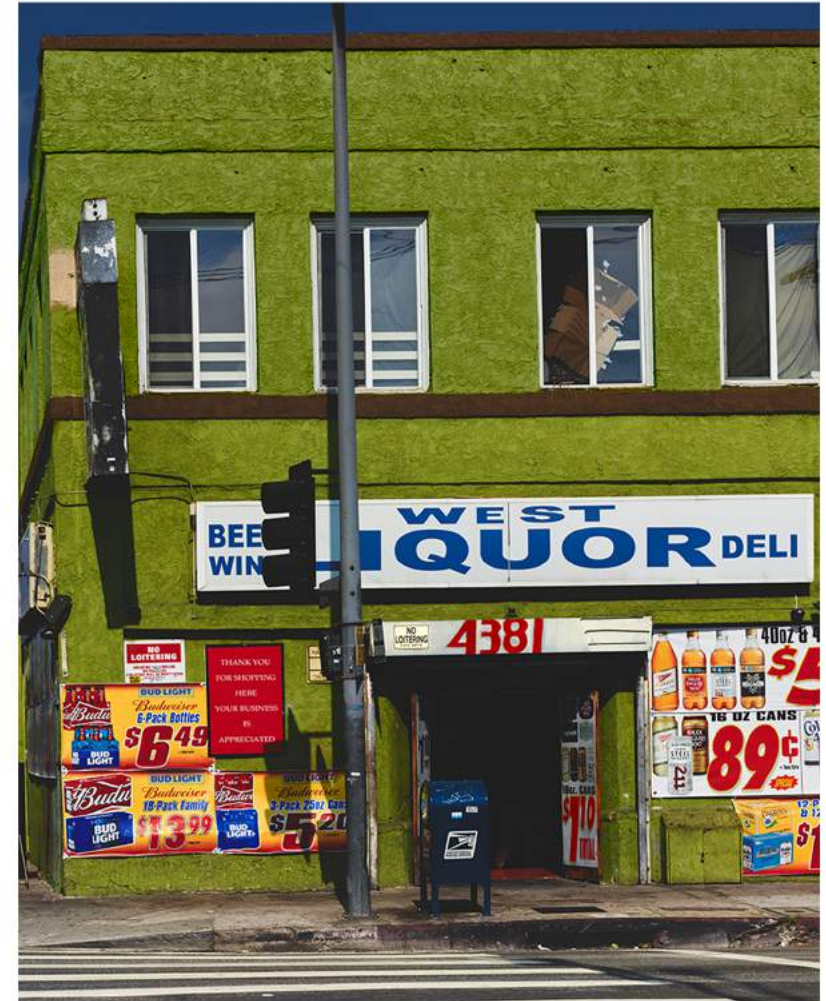
www.carrie-scott.com | carrie@carrie-scott.com

With *Beer Soda Lotto*, Ben Hassett has gathered a photographic survey of Los Angeles' liquor stores, which is as painterly as it is forensic. Part sunlit utopia, part cool analysis of a city on the edge, the series is a poetic and unparalleled portrait of the city.

Fundamentally embedded in a history of street photography – one that sees a nod to Garry Winogrand's visual cacophony and Ed Ruscha's calm distance – the compositions celebrate the beauty of LA; breath-taking light fills each image, punctuating every corner and facade. Hassett has a signature and singular ability to capture colour so seductive it hardly feels real. This is his intent. The impossible runs through each composition; where people should be, there are empty streets filled only with buildings bathed in the brilliant desert light. As a result, this work is more about the act of looking, than the actual streets and buildings the viewer is looking at. Hassett's compositions are about the edges, the colour, the play between decay and beauty.

In the impossible stillness and study of each image there is also urgency. To create the series Hassett methodically plotted each shot and then had to work with incredible speed when in situ. Anyone that knows Los Angeles will tell you that not all neighbourhoods are particularly welcoming. Pausing to take in the city's facade is not always possible. In Hassett's images we see things you simply couldn't absorb in real life; details lost with a blink of an eye. In one image, a blue street sign pops out against a yellow sign for liquor. The signs merge into "cherry Liquor." In another, a stack of boxes tumble in a room above a bright green store front. Hassett has gone to great lengths to make these images hyper-real, working with an architectural camera that allowed him to correct otherwise converging verticals, compose his photographs and deliver each scene in tremendous detail.

The series has an evocative, timeless melancholy. Hassett's vision of LA is poetic – against the flat bleakness and empty streets. This is a portrait of a city but also a portrait that illustrates our failure to observe.



West Liquor, Los Angeles, 2017



Bottle Bin Liquor, Los Angeles, 2017



Deja Vu Liquor, Los Angeles, 2017

'Ben Hassett's series is a study, a study into the history of photography, the history of how we look, the history of how we, collectively, let cities fall to ruin. They are also, simply, beautiful portraits of the color inherent in the American West. Color that comes from the desert sun and seeped in the history of American graphic design.'
Carrie Scott, co-curator Beer Soda Lotto



Meadow Mard Market, Los Angeles, 2017



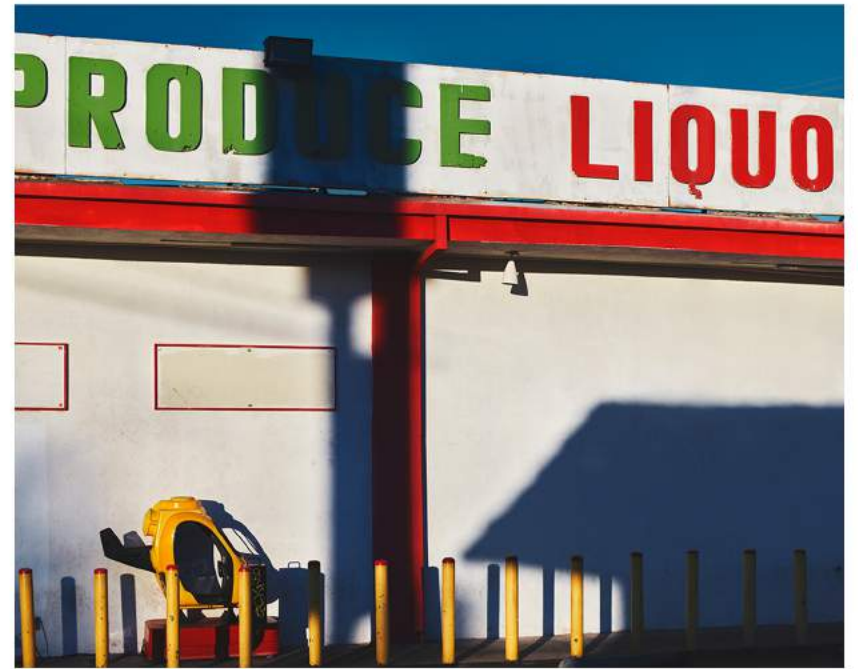
Cliff's Liquor, Los Angeles, 2017



Danny's Liquor, Los Angeles, 2017



Top Hat Liquor, Los Angeles, 2017



Produce Liquor, Los Angeles, 2017

'A chromatic spectrum – from deep, saturated hues to almost-phosphorescent brightness – manifests the substance, materialism and alchemy of photography that continues to obsess this photographer' **Charlotte Cotton, Independent photography curator and writer**



Recycling Center, Los Angeles, 2017



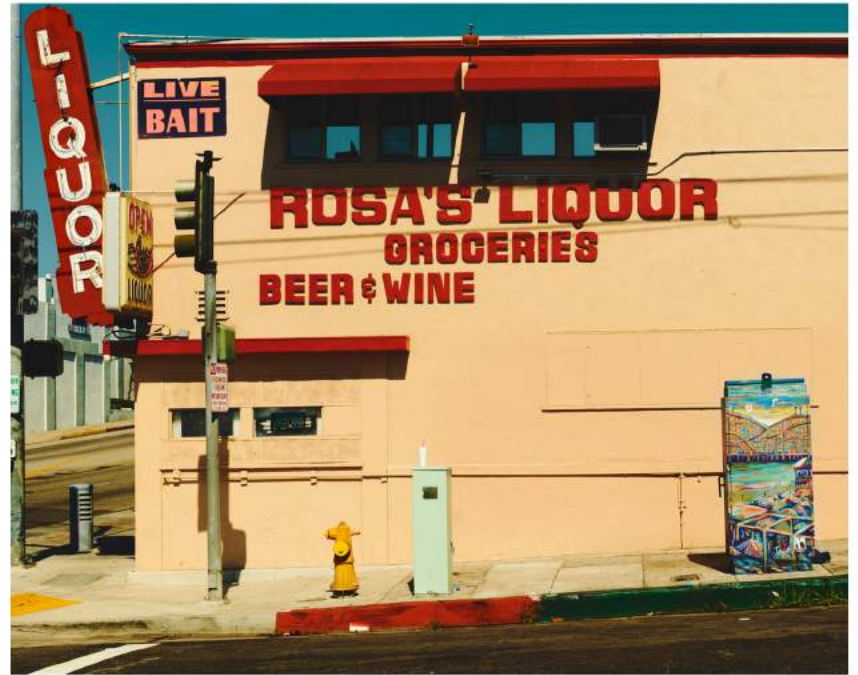
Davy Jones Liquor Locker, Los Angeles, 2017



Michael's Liquor, Los Angeles, 2017



Larry's Liquor Store, Los Angeles, 2017



Rosa's Liquor, Los Angeles, 2017



Young's Liquor Market, Los Angeles, 2017



Sheli's Liquor, Los Angeles, 2017



4 Point Market & Liquor Los Angeles, 2017
Diptych pair



P & J Liquor, Los Angeles, 2017



Al's Liquor Store, Los Angeles, 2018



Bogie's Liquor, Los Angeles, 2017



Monaco Liquor, Los Angeles, 2017



Circus Liquor, Los Angeles, 2017



Lucky Liquor Market, Los Angeles, 2017



North Hollywood Liquor, Los Angeles, 2017



Liquor Mart, Los Angeles, 2017



Royal Liquor, Los Angeles, 2017

'With echoes of work by the early Photo Realists, Ben Hassett's Beer Soda Lotto series is so impossibly hyper-real that it leaves the viewer asking more questions than it answers' **David Hill, co-curator of Beer Soda Lotto**

British photographer Ben Hassett, (born London 1974), who lives and works in New York City, has established a reputation as one of the most important beauty photographers working today. Experimenting with shadow, light, color and form, he follows in the tradition of Irving Penn and Erwin Blumenfeld, as a commercial photographer who also creates Fine Art.

He is a regular contributor to Vogue magazines worldwide and his work is held in the collection of the National Portrait gallery in London.

His first monograph, *COLOR*, was published by Damiani in the fall of 2019.

‘Colour is very seductive. It should only be the thing that draws you in to an image, and never the reason for the image itself.’ **Ben Hassett, Vogue Paris, 2019**

Prints

Super chromogenic exhibition print – standard size

16 x 20” print, printed 2021

Edition of 8 + 2 APs

1, 2, 3 and 4 = £2,400

5 and 6 = £3,500

7 and 8 = £4,500

Super chromogenic exhibition print – large size

20 x 24” print, printed 2021

Edition of 6 + 2 APs

1, 2 and 3 = £3,000

4 and 5 = £4,500

6 = £6,000

Super chromogenic exhibition prints – diptych pair

Pair of 20 x 24” prints, printed 2021

Edition of 6 + 2 APs

1, 2 and 3 = £5,000

4 and 5 = £6,000

6 = £7,500

All prices are inclusive of VAT, exclusive of framing

Beer Soda Lotto prints are signed by the artist, with title, date and edition number detailed on label on verso

For print enquires please contact either Carrie Scott at carrie@carrie-scott.com or David Hill at david@davidhillgallery.net