

IRK

GALERIE

IRK GALERIE  
11 RUE GAMBETTA, ARLES  
+33 6 52 96 60 95  
IRKGALERIE.COM

**EXHIBITION & BOOK RELEASE "LE SUD"**

JULY 4-AUGUST 4 2021

OPENING THURSDAY JULY 8 FROM 5PM

# LE SUD FRENCH COWBOY

A MIA MACFARLANE & JULIEN CROUIGNEAU CREATION



"Behind the Curtain" 2020 © French Cowboy (Mia Macfarlane & Julien Crouigneau)

 WHITE WALL



## FRENCH COWBOY / LE SUD



"Finding Gold" 2020 © French Cowboy (Mia Macfarlane & Julien Crouïgneau)

FRENCH COWBOY "LE SUD" , IRK GALERIE, ARLES – Entering Le Sud is like walking down a fresh path, your body alive with a sense of the world around you. Feeling the weight of the summer heat, the cooling breeze against your skin, hearing the brief rustle of grass mixed with the sound of cicadas. Or catching a glimpse of an unknown face in a passing doorway, or perhaps a better description is that of a hand against your face, the sight of a lover walking through the room their body glistening in the morning light as it moves past a window framing the countryside, your body seeped in the relaxation of a vacation well earned, every sense aware after an intimate morning. And then there is the light, it is always the light, illuminating each subject with energy and emotion, sometimes so close that you can almost touch it, other times farther away, yet always beyond your reach. In their book, *Le Sud*, Paris based collaborative French Cowboy bring us into this land, one where David Lynch might play, filled with questions not all answered which is one of the book's great delights.

Image makers Mia Macfarlane and Julien Crouïgneau embraced cinema as an inspiration for *Le Sud*, writing a full backstory for the shoot, detailing a bank robbery gone wrong amid the passion of a love lost. Here their strength in storytelling comes to the fore as they bring depth and visual acuity to the story. They had already planned to spend three days photographing their friend and muse Meg in the South of France, but felt the need to move beyond aesthetic and the representations of beauty and body toward a more cinematic narrative.

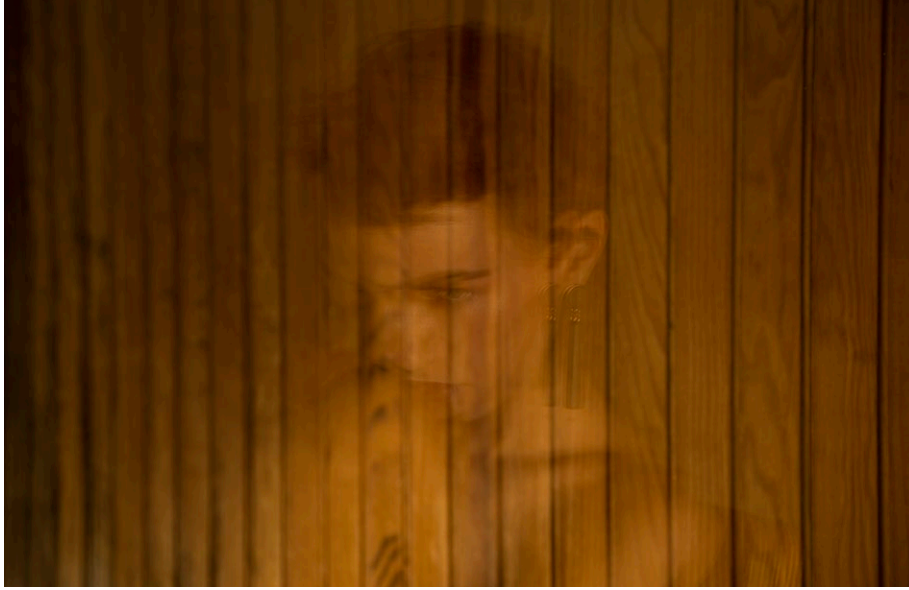
Following is a brief excerpt from the scenario they created as an inspiration:

*"We were supposed to meet at the motel in the south of France where we first fell for each other. It was only 6 months ago when the world had stopped for us. When every minute of that week together is ingrained in my senses forever. He was my one, the air I breathed, and up until 2 days ago, we were inseparable.*

*6 months ago in this same room, we had joked about robbing a diamond wholesaler in Cannes. At least I thought it was a joke, but I guess it wasn't, as there is over a million dollars of diamonds in my bag. The heist had gone wrong but I had gotten away. We had both created a contingency plan to meet here at Les Cabanettes, but that was two days ago and he still hasn't arrived.*

*My head has been going over the last minutes of the heist, ever since. Why had we missed that girl hiding under the counter? She must have pushed the security button. He told me to run, so I ran. It was part of the plan after all. I kept running even when I had heard the gunfire... When I first arrived at the hotel I expected him to walk in at any minute. I had never really doubted it. Nothing could happen to him. It just wasn't possible. When I heard someone walk down the hallway my heart started pounding with excitement and I smiled but then the person entered the room next door..."*

## FRENCH COWBOY / LE SUD



"Wood Reflection" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouigneau

French Cowboy's iconic fashion photographs range from quirky intellectual inquisitions to visceral explorations of sensuality and body. As fashion photographers they have created editorials with fashion houses such as Schiaparelli at L'Opera de Paris and Jean-Paul Gaultier in the streets of Paris along with numerous other editorials for IRK Magazine, and publication in Vogue Italia, The Opéra, Animal Anatomy, and Anonym. These photographs along with more traditional representations of landscape and nudes have comprised their career as exhibiting artists in London, New York, and Paris. Images from their fine art portfolio will be part of my second book on fine art photography due out in early 2022 from Routledge Press, New York and will include Erwin Olaf, Cindy Sherman, Ansel Adams, Elinor Carrucci, and Diana Markosian, among others.

In addition to creating imagery for fashion clients across Europe and a career as exhibiting artists they are the Co-Editors-in-Chief at IRK Magazine a Paris based fashion and culture print and web site publication distributed internationally at trendy stores and museums, and have recently opened IRK Gallerie in Arles, France, site of the Recontres D'Arles one of the world's leading photography festivals.

In Le Sud they bring together their strengths as creators and storytellers, their collaborative voice resonating in a visual narrative that is all their own. There is a beauty and tension to this work, created with a clarity that is unapologetic in its illustration, an unflinching manifestation of their vision, one that makes it difficult to turn your gaze.



Self portait of Julien Croigneau & Mia Macfarlane aka French Cowboy 2020

FRENCH COWBOY / LE SUD



"We Are Here" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouïgneau

FRENCH COWBOY / LE SUD



"Behind the Curtain" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouigneau

FRENCH COWBOY / LE SUD



"Smoking Heels" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouïgneau

FRENCH COWBOY / LE SUD



"Fenced In" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouigneau

FRENCH COWBOY / LE SUD



"Two Cowgirls in a Waiting Room" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouigneau



FRENCH COWBOY / LE SUD



"Cowgirl in the Blur" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouigneau

# FRENCH COWBOY / LE SUD

## EXHIBITIONS

"BEAUTALISM" GROUP SHOW, VICTORIA HOUSE FEB 2020  
"POP CORNER" GROUP SHOW, GALLERIE ANNE ET JUST JAECKIN, PARIS JAN 23 - FEB 16 2020  
"BRAND NEW" SOLO SHOW, WINDOW FRANCE, JANUARY 31- 2019 JAN 31 2020  
"BEAUTALISM" GROUP SHOW, BLACKS, LONDON, SEPT 11-20 2019  
"BEAUTALISM" GROUP SHOW, RUNWAY GALLERY, LEADS, MARCH 1-30 2019  
ARTUP LILE, GROUP SHOW, LILE, FEBRUARY 20-MARCH 03 2019  
"ALONE" GROUP SHOW, FOTO FEVER AND SALON DE LA PHOTO PARIS NOV 2018  
"CAFE DE FLORE" GROUP SHOW, GALLERIE ANNE ET JUST JAECKIN, PARIS OCT 2016-JAN 2017  
"SOCK-IT" SOLO SHOW, L'ATELIER 55, MEGÈVE, DEC 2016-FEB 2017  
MULTIPLE WORKS, GROUP SHOW, NORDIC LIGHT FESTIVAL, NORWAY MAY-SEPT 2017  
"SOCK-IT" SOLO SHOW, L'ATELIER 55, SAINT TROPEZ, MARCH-SEPT 2017  
"SOCK-IT" SOLO SHOW, FOTOFEVER, PARIS NOV 2016

## ACHIEVEMENTS MIA & JULIEN

2ÈME PRIX DU JURY COMPÉTITION NUDE MODE NORMALE  
CREATIVE DIRECTORS & EDITORS-IN-CHIEF IRK MAGAZINE  
NORDIC LIGHT ARTISTES INVITÉS

## ACHIEVEMENTS JULIEN CROUIGNEAU

DESIGNER PRODUITS DE BEAUTÉ (VERNIS À ONGLES LOUBOUTIN) ATELIER PASCALIE 2015  
DIRECTEUR ARTISTIQUE KEITH MAGAZINE 2007-2012  
DIRECTEUR ARTISTIQUE INTRAMUROS MAGAZINE 2001-2011  
DIRECTEUR CRÉATIF THOMSON MULTIMEDIA 1993-2008  
CONCEPTEUR PHILIPPE STARCK 1994-1999G  
GRAPHIC IDENTITY MUSEUM OF MODERN ART MERCIAN, JAPON

## EXHIBITIONS MIA MACFARLANE

GROUP SHOW, WONK, BROOKLYN, NY 2007 & 2008  
GROUP SHOW, GALERIE SOHO, LOS ANGELES, CALIFORNIA 2005 & 2006  
SOLO SHOW, IMAGINE FESTIVAL, "JAM PAINTING", LOS ANGELES, CALIFORNIA 2004  
SOLO SHOW, GALERIE BAKERY ART, LOS ANGELES, CALIFORNIA 2004  
SOLO SHOW, GALERIE 3XSARTPARIS, FRANCE 2004  
SOLO SHOW, GALERIE AUX ARTS, PARIS, FRANCE 2003  
SOLO SHOW, ESPACE PIERRE CARDIN, PARIS 2002 & 2003  
GROUP SHOW, ATELIER FRANCO RUSSE, "JAM PAINTING", NICE, FRANCE 2003  
GROUP SHOW, GALERIE NESLE, "JAM PAINTING", PARIS, FRANCE 2002  
GROUP SHOW, GALERIE MASSEN, NETHERLANDS 1999  
GROUP SHOW, GALERIE BERNANO, PARIS, FRANCE 1998  
GROUP SHOW, GALERIE CORPUS CHRISTY, BALTIMORE, MARYLAND 1997

## PRESS & PUBLICATIONS

PETITE MELLER // ART TRIBUNE 2021  
INTERVIEW // WARNER PROJECTS POD CAST 2021  
ALMOST HUMAN // OPERA MAGAZINE 2020  
INTERVIEW // FASHIONCAST 2020  
ALONE // NORMAL MAGAZINE 2018  
INTERVIEW // TIME INC. 2017  
ANARCHIST // ANIMAL ANATOMY  
"BIZARRE IS GOOD, NO?" // ANTONYM MAGAZINE  
"SOCK-IT", "SOAKING WET" & "NORDIC DAUGHTERS" // "THE FASHION IMAGE" BLOOMSBERRY PRESS 2018  
"NORDIC DAUGHTERS" // LEMONTREND 2017  
"SOCKIT" // PICTO 2017  
"NORDIC DAUGHTERS" // FASHIONHARP 2017  
"CAFE DE FLORE" EXHIBITION // VOGUE PARIS, FIGARO, MADAME FIGARO, HUFFINGTON POST, PICTO... 2017  
IRK MAGAZINE ISSUES 1-10 2012-2021

## EDUCATION MIA

1999 MASTERS OF ARTS INTERACTIVE MULTIMEDIA,  
LONDON COLLEGE OF PRINTING  
PARIS, FRANCE & LONDON, ENGLAND

1997 BACHELOR OF FINE ARTS (BFA)  
MARYLAND INSTITUTE COLLEGE OF ART  
BALTIMORE, MARYLAND (USA)

1996 SEMESTER ABROAD  
STUDIO ART CENTER (SACI)  
FLORENCE, ITALY

## EDUCATION JULIEN

1993 - BAC +4 PRODUCT & GRAPHIC DESIGN,  
INDUSTRIAL DESIGN SUPERIOR SCHOOL PARIS, FRANCE

## FRENCH COWBOY / LE SUD



"Finding Gold" 2020 © French Cowboy aka Mia Macfarlane & Julien Crouigneau



G A L E R I E

**IRK GALERIE** opens its doors in the center of the historical district in Arles at 11 rue Gambetta. We present internationally renowned photographers as well as emerging artists. We are connected with the international magazine IRK recognized for its commitment to the acknowledgment of fashion photography as an artistic work.

For this first exhibition in our Gallery in Arles, we present the photographers Mia Macfarlane and Julien Crouigneau known under the pseudonym French Cowboy. The exhibition unites over 30 photos taken from their book "Le Sud". The juxtaposition of landscapes responds to nudes to create a story of isolation and loneliness evolving to confidence and liberation. Their south stays wild, arid, without barriers, and timeless. Contact: [www.irkgalerie.com](http://www.irkgalerie.com)



**WhiteWall** is the official sponsor of the exhibition "Le Sud" presented at the IRK Galerie in Arles this summer 2021. WhiteWall provided all the prints for the exhibition.

WhiteWall was founded in 2007 by Alexander Nieswandt and has established itself as the world's leading photo lab in his 13 years of expertise in the photo finishing market. WhiteWall is made up of a team of passionate experts, combining state-of-the-art technologies with traditional development methods. WhiteWall's award-winning gallery quality is based on first-class backing materials, high-quality laminations, and handcrafted manufactured frames.

WhiteWall is present in more than 13 countries with 180 employees. All products are manufactured at its professional lab in Frechen (near Cologne) which spans over 7,500 square meters and shipped to over 50 countries. With over 20,000 customers from the professional photography sector, 4 of its own flagship stores in Düsseldorf, Hamburg, Munich and Berlin as well as shop-in-shop systems in selected LUMAS galleries in Paris, NYC or London, WhiteWall ranks among the global players in the industry. Four TIPA World Awards, in 2021 as "Best Photo Lab Worldwide", underscore the claims and quality of WhiteWall products.

Contact : [www.whitewall.com](http://www.whitewall.com)

## FRENCH COWBOY / LE SUD



"Le Sud" 2021 © French Cowboy aka Mia Macfarlane & Julien Crouigneau.  
Published by Les Editions des Loups de Steppes.



**LES EDITIONS DES LOUPS DES STEPPES** is a small French publishing house based in Arles specializing in fine art photography. Our name is inspired by the bookstore Loup de Steppes where we are installed which closed several years ago but which many Arlesians still remember and the courageous novel of the German-Swiss author Hermann Hesse who reflects on those of 'between us who are not adapted to the everyday world.

The South is made up of 112 pages of images by photographers Mia Macfarlane and Julien Crouigneau alias French Cowboy taken in the south of France in 2020. It is a mixture of sunny but dramatic landscapes and cinematographic figurative works which are largely intimate nudes. The images are bathed in warmth that only the light of the south of France can offer.

First edition, 500 copies, published 2021

112 A4 hardcover pages

© 2021 French Cowboy (Mia Macfarlane & Julien Crouigneau) for the images

© 2021 Les Edition des Loups des Steppes

Book design Mia Macfarlane & Julien Crouigneau

Published by Les Editions des Loups des Steppes  
11 rue Gambetta Arles, France +33 6 52 96 60 95