

Title: "Malowani chłopcy" (painted boys)

"Malowani chłopcy" is a photographic project that focuses on the male body and how it has changed over the years. My goal is to draw attention to the blending gender between a man and a woman and the changes in the presentation of the male body in today's world. "Malowani chłopcy" as objects of desire in advertising campaigns of great fashion houses, on billboards of big cities tempt with women's poses, wear women's clothes during fashion shows of the world's most important designers, enchant the viewer with long hair, full lips and feminine beauty. These androgynous men could successfully compete with the most beautiful women. People who are not defined by gender want to provoke, and are not afraid to play female roles. Their beauty defies the traditional canons of male beauty. At the exhibition, I presented 15 photos of people with an androgynous appearance. During the shooting, I did not interfere with the beauty of my characters, leaving their faces as natural as possible, covering only the intimate parts. Sometimes I put a bit of makeup or feminine accessories to enhance the effect and confuse the viewer. My models look like the heroes of big fashion campaigns, hence my emphasis was on styling, hairstyles and make-up. The photos show men and women, but also non-binary people.

The work will be divided in to three parts:

Part I

Development of the project "Malowani chłopcy" with a psychologist and the owner of a modeling agency to which models apply.

Part II

Conversation with potential models. What drives them? Why do they have no problem playing female roles at photo shoots, campaigns and fashion shows? Developing a styling concept with fashion designers, make-up artist and stylist.

Part III

Preparing of a photoshoot in a photo studio.

DESCRIPTION

Title: "Malowani chłopcy" - male body as an object of desire in the modern world.

Theoretical part.

In the past, "Malowani chłopcy" were brave soldiers, heroes and archetypes of masculinity. The soldier uniform was a symbol of bravery. Nowadays, paradoxically, this term refers to something completely different. The modern man has lost his attributes. In contemporary photography it is very difficult to guess who is looking at us from the photos and big fashion advertisements? Fashion industry is not dedicated to specific genders. The words "unisex" and "androgynous" show that in the center of attention there are people. My dissertation

will be created as a result of observing reality. For many years I have worked with modeling agencies in Poland and around the world. I had the opportunity to photograph young models who started their adventure in the world of fashion. They are often boys from smaller towns, villages, sensitive and delicate, exhibiting female and slender body, wanting to show, their androgynous beauty as a something unusual in the big world. My theoretical research based on contemporary photography, art and fashion industry, including the works of: Jean-François Bauret, Philip Lorca di Corcia, David Armstrong, Baron Wilhelm von Gloeden, Guglielmo Pluschow, George Platt Lynes, Herbert List, Bruce of Los Angeles, Lona of New York, Robert Mapplethorpe, Bruce Weber, Greg Gorman, Luigi and Luca and John Coplans, and on the literature from the field of psychology, sociology, and art. I will try to show the differences in the presentation of the male body in the past and today in order to ask the question - who is the modern man?