

YARROW

Collaboration with Cindy Crawford in Eastern Montana, October 2020

ON LOCATION

Eastern Montana, USA - 2020

In October 2020, in Eastern Montana, Cindy Crawford and David Yarrow collaborated in their second philanthropy project together.





The Unusual Suspects, Montana, USA - 2019

The Unusual Suspects, 2019

As with the first project in 2019, half of all profits of photograph sales from this assignment will go the *University of Wisconsin's Paediatric Cancer Care Unit in Madison*. The first series raised over \$600,000 and only a very few prints are now available at high prices.

"I would like to thank Cindy and her magnificent crew for making the effort to come up to Montana and at times travelling through some tough weather conditions to get to the locations . Cindy is such a professional and made my job easy. I think as a team we have done something special and I am excited for collectors to see the work."

- David Yarrow

Enough is Enough

Montana, USA - 2020

Sizes

Large – 56” x 83” Unframed, 71” x 98” Framed – Edition of 20

Standard - 37” x 55” Unframed, 52” x 70” Framed - Edition of 20

Prices available on request

Narrative:

Sometimes a simple narrative can work better than one with many different layers. There is nothing I would change in this photograph. It just works so well. Cindy, who was styled with reference to Julie Christie in Dr Zhivago, looks sensational and the symmetry of the abandoned decaying building is almost too good to be true. Meanwhile, the snowfall is just right; heavy enough to be impactful, without it being a full on blizzard which would have impaired the aesthetic detail. There was enough light that cold morning in North East Montana to allow for a generous depth of field.

The cowboy, who looks like he is losing his glamorous wife for good, hails from Indiana and I have used him as an extra in the past. He wears his weathered Jeff Bridges look with comfort and his positioning against the window was well conceived. Storming out of the house is a marital storyline that many will be more familiar with than would readily care to admit. However, this rift, like the house, looks irreparable.

I love this image, as indeed does Cindy. I can see it adorning the walls of many a mountain lodge in the years to come. What a stroke of luck to discover that building and we will keep its location secret. Even if someone finds it, I think they may well struggle to assemble the other component parts.



Unforgiven

Montana, USA - 2020

Sizes

Large – 50” x 101” Unframed, 65” x 117” Framed – Edition of 20

Standard - 32” x 65” Unframed, 47” x 80” Framed - Edition of 20

Prices available on request

Narrative:

When Cindy Crawford made her iconic Pepsi advert in 1992 for the Superbowl and then repeated it again in 2018, there were a few other constants as well as the model herself - most notably Peter Savic, one of the most celebrated hair stylists in the world. His client roster reads like the ultimate A list in Hollywood. He is Cindy's favourite and in that she is far from alone.

I had never had the fortune to work with Peter before but my brief time with him in Eastern Montana gave an insight into his genius. I gave him a rather clumsy articulation of the narrative I was looking for in this outdoor shot in freezing temperatures near Ingomar, a tiny hamlet with a population of just 15. We were about as far removed from controlled studio conditions in Hollywood as you could conceive. I think I simply said that Cindy would be carrying a shotgun and with it a look of intent. Twenty minutes later Cindy bounced out of the car with an extravagant Raquel Welch 1970s big hair look that was spot on for what I had in mind.

After that my job was easy - to shoot as quickly as possible so that our lead would not get too cold. The trick is simply to have no doubt in one's mind of the composition and believe firmly in the narrative embodied in the preconception. It's a bit like a golf shot (not that I would know), you make up your mind and go for it. My storyline was that Cindy and her troop were the deliverers of frontier justice - whatever way that may come. I guess there is a slight nod to Tarantino in the vignette.

It worked and this was certainly a team effort.



On The Road Again

Montana, USA - 2020

Sizes

Large – 56” x 79” Unframed, 71” x 94” Framed – Edition of 20

Standard - 37” x 52” Unframed, 52” x 67” Framed - Edition of 20

Prices available on request

Narrative:

Once we found the caterpillar road that dissects this picture, I knew that we had the canvas on which to continue our road series that started in 2018. The area is so remote that we doubt it has been used as a film location before, certainly not with an American icon as the lead player. The only traffic was the occasional oil worker or perhaps someone that was totally lost. The next big event north of here is the Canadian border and that's some 300 miles away. It is not a place to run out of gas.

Cindy makes the picture for sure. The styling is perfect and there is a such a good energy cowgirl chic in her manner. This was the intent in the preconception - the two companions were enjoying the freedom of the vastness of the American West.

The sense of place is palpable. This is the America that so many know and love, with its long roads running to the horizon with either side exuding a simple sense of calm and solitude. No other country in the world offers road trips as visually rewarding as America and they are integral to the fabric of the American dream.

The snowfall the previous night added another layer to the narrative both on the road itself and on the prairies. We were lucky that the snow stopped and the light picked up. It adds warmth to an image already glowing with positivity and joy.

Willie Nelson was surely singing “*On the Road Again*” on the car radio with the volume turned up to the maximum level.

On the road again

Goin' places that I've never been

Seein' things that I may never see again

And I can't wait to get on the road again

On the road again

Like a band of gypsies, we go down the highway

We're the best of friends

Insisting that the world keep turning our way



Hostiles

Montana, USA - 2020

Sizes

Large – 56” x 96” Unframed, 71” x 111” Framed – Edition of 20

Standard - 37” x 63” Unframed, 52” x 78” Framed - Edition of 20

Prices available on request

Narrative:

We have all, at one time or another, entered a bar and immediately felt out of place. At the most extreme level this can evoke a sense of trespassing. This was very much the narrative behind this photograph. To be greeted by an overtly territorial crew with menace and attitude.

But for the story to work, two things had to coalesce as one - the characters and the interior. I like playing with the cold, it adds a visceral layer to the story and in this case, it hints at an outpost on the final frontier. Surely the further off the beaten track we travel, the greater the chance of being the outsider.

This is a frame that exhausts every inch available in the camera and that was my intent. There were so many characters I wanted to include, but I was also reluctant to lose the mood of the frozen saloon. The icicles on the frosty bison with the snow laden television playing True Grit were key assets that needed to be seen to amplify the sense of cold.

Our key asset was, of course, Cindy Crawford and she had to have sovereignty of the joint. She can play a badass very well and that was her ascribed role.

It is not easy for everything to come together in such a tight setting as one tension spot can ruin the whole pastiche. It's akin to camels and the eye of the needle. The wolf's paw on this occasion came very close to Cindy's shot glass, but we got away with it.

The wolf is actually a domestic dog breed called tamaskan - he is not 100% wolf, but that mattered little, as he merely added to the sense of trespass. The only reason to linger in this bar would appear to be the landlady. Maybe she could be won over? Who knows, but she certainly owns the image.



ON SET

Eastern Montana, USA - 2020

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“ - **Cindy Crawford**
“ - **Paul Seroka**



With thanks to Cindy's team;

Styling - Nicole Allowitz

Hair - Peter Savic

Make up - Fran Cooper

Cindy Crawford Assistant - Jennifer Jacobs