

fresh

Liz Wolfe

Location: Toronto, Canada, and www.lizwolfe.com.

Duration: Since 2004.

Staff: Usually it's just me. When I'm shooting commercial projects, I work with a team of freelancers.

Education: I learned to create images as a child, in a closet-sized darkroom in my family's basement. Later, I studied photography at Ryerson University's School of Image Arts in Toronto.



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Cultural

Influences:

The prairie environment of my childhood; ice cream stands, random meetings with eccentric people on the street, strip malls, dollar stores, Italo Calvino, impromptu garage sales, Haruki Murakami, window displays that

incorporate fake food, Werner Herzog, patterns found in nature, *Miami Vice* (especially Season 2), Man Ray, the modern craft movement, urban vs. rural, industrial design, Stephen Chow, Oliver Sacks, paint chips, lunar landscapes and the overwhelming presence of the sky.

Environment: Though I rent studios for certain jobs, I prefer to shoot in the living room of my apartment. It's a tiny space (and that's after I move the furniture!), but it's perfect for me. I love the quality of light.

Philosophy: Trust your instincts. Keep your gear simple. Decide what you want to shoot and shoot it obsessively.



1 Personal work. "From a series documenting my ice cream cone sculpture, which was exhibited at the Architecture + Design Museum, Los Angeles in 2009."

2 "This is one of my first color images. It was used in a campaign to promote the Paris agency." Anne Daniel, art director; Roseshocking, client.

3 "This is my most reproduced image. It was used recently in a campaign to promote the Paris agency." Anne Daniel, art director; Roseshocking, client.

4 "This photograph pays tribute to our endless search for that elusive state we call happiness. The image was used in a campaign promoting the Paris agency Roseshocking." Anne Daniel, art director.

5 "Personal work, from the series *Happiness is Contagious*."

6 "One of many images created to illustrate Charity Ferreira's *Peeps: Recipes and Crafts to Make with Your Favorite Marshmallow Treat*." Brooke Johnson, art director; Chronicle Books, client.

7 "I love the plastic look of these flowers, and I decided to combine them with some dolls from the '60s that I found at Goodwill." Anne Daniel, art director; Roseshocking, client.

8 "I created this image for my first solo exhibition, held at Pikto Gallery in Toronto. It's from a series called *Girification*, an over-the-top exploration of the cult of femininity."