



**Pirelli Calendar 2010  
by Terry Richardson**

*London, 19 November 2009* – The **2010 Pirelli Calendar**, now in its 37<sup>th</sup> edition, was presented to the press and to guests and collectors from around the world, at its global premiere in London. The much-awaited appointment with 'The Cal', a cult object for over 40 years, was held this year at Old Billingsgate, the suggestive late 19<sup>th</sup> century building on the banks of the Thames, where from 1875 to 1982 it housed the capital city's fish market.

Following China, immortalized by Patrick Demarchelier in the 2008 edition, and Botswana shot by Peter Beard a year later, 2010 is the year of Brazil and of American photographer Terry Richardson, the celebrated "enfant terrible" known for his provocative and outrageous approach.

In the 30 images that scan the months of 2010, Terry Richardson depicts a return to a playful, pure Eros. Through his lens he runs after fantasies and provokes, but with a simplicity that sculpts and captures the sunniest side of femininity. He portrays a woman who is captivating because she is natural, who plays with stereotypes in order to undo them, who makes irony the only veil she covers herself with. This is a return to the natural, authentic atmospheres and images of the '60s and '70s. It is a clear homage to the Calendar's origins, a throwback to the first editions by Robert Freeman (1964), Brian Duffy (1965) and Harry Peccinotti (1968 and 1969). Terry Richardson, like his illustrious predecessors, has chosen a simple kind of photography, without retouching, where naturalness prevails over technique and becomes the key to removing artificial excesses in vogue today to reveal the true woman underneath.

The rooster, the sabre, the jets of water and the old tyres become the punctuation marks giving rhythm and harmony to the tale told by Richardson, where suggestions of the Pop Art that inspired some early editions of the Calendar merge with an Eros typical of this American photographer, that Eros which in the 2010 Cal is evoked only slightly, through allusions which Richardson uses to mock convention, giving form and carnality to things taboo.

This is a Calendar which Francesco Negri Arnoldi, former Art History Professor at the University of Salento in Lecce and University Tor Vergata in Rome, considers Pop. He defines it as "totally new, in its return to the past; absolutely original, in its consolidated tradition, and capable of rediscovering the charm of all-natural femininity". With the return to Pop Art, the language adopted is an essential and immediate iconographic language, understandable by all and contaminated only by daily life.

The 2010 edition is a clear expression and Terry Richardson is its interpreter: he portrays figures without frills, removed from complicated and artificial contexts set by fashion trends. The setting has no showy backgrounds or schemes, in line with the photographer's simplicity and focus on the essential. "A great photographer," says Richardson, "captures the moment – that's why I shoot without extra equipment and without assistants.

"My technique is the absence of technique: the lens is my eye, my charisma, my ability to capture moments of truth, whatever they may be, picture angles, use of color, light, scenery – these have always been the essential aspects of my photographic art."

Eleven models appear in the Calendar: Catherine McNeil, Abbey Lee Kershaw and Miranda Kerr of Australia, Eniko Mihalik from Hungary, Marloes Horst of the Netherlands, Lily Cole, Daisy Lowe, and Rosie Huntington-Whiteley from the UK, Georgina Stojiljkovic of Serbia and two Brazilian natives, Gracie Carvalho and Ana Beatriz Barros.

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## **TERRY RICHARDSON – THE PHOTOGRAPHER**

Terry Richardson is an international celebrity as well as one of the most prolific and compelling photographers of his generation. Known for his uncanny ability to cut to the raw essence of whomever appears before his lens, Mr. Richardson's vision is at once humorous, tragic, often beautiful, and always provocative.

Born in New York City and raised in Hollywood, Terry began photographing his environment while attending Hollywood High School and playing in a punk rock band. And he hasn't stopped shooting since. Terry has lensed campaigns for such clients as Gucci, Sisley, Miu Miu, Chloe, and his editorial work has appeared in magazines such as French Vogue, British Vogue, i-D, GQ, Harper's Bazaar and Purple, and his impressive list of subjects includes Daniel Day Lewis, Leonardo DiCaprio, Vincent Gallo, Tom Ford, Jay Z, Kanye West, Johnny Knoxville, Karl Lagerfeld, Pharell Williams and many others.

Terry's work has been the subject of numerous group and one man shows throughout the world, and he has published a selection of books, beginning with Hysteric Glamour in 1998 and stretching through his career until his most recent work, a retrospective from Taschen entitled Terryworld 25th Anniversary Edition.

Terry's work spans a variety of mediums: he has shot music videos and commercials and is currently working on his first feature film.

Whatever the medium, Terry Richardson continues to prove that he is a true American Original.

## **ANA BEATRIZ BARROS**

One of the world's most successful models, Ana Beatriz Barros launched her career after she won the Elite Model Look contest in her home country of Brazil. Her first job in the US was for Guess which led to campaigns for several other brands, such as L'Oreal, Sisley, Diesel, Armani, Chanel, and Christian Dior.

Ana Beatriz has graced the covers of international publications such as Glamour, Vogue, Elle, Cosmopolitan, Harpers & Queen, and has appeared in the Sports Illustrated swimsuit Issue. Victoria's Secret's decision for Ana to do various television and print campaigns culminated in her many appearances in their coveted fashion show broadcast annually around the world. Ana has also appeared on the catwalk for designers Valentino, Missoni, Gucci, Christian Dior, Versace and many more.

Ana Beatriz currently resides between New York City and Sao Paulo, Brazil and enjoys her time travelling, spending time with friends and family and expanding her interest in art.

## **DAISY LOWE**

Rock'n'roll heiress Daisy Lowe has already been named "the new style icon of her generation" by Vivienne Westwood, who says of her "she's beautiful, sexy and one of those girls who doesn't have to try to be anything except herself".

Unsurprisingly, her modelling career has been an enormous success. She has recently been photographed for Vogue, W Magazine, Dazed and ID and worked with photographers including Juergen Teller, Terry Richardson, Mario Testino and Steven Meisel.

She has graced the cover of ID (by Terry Richardson and then Solve Sundsbo) and the catwalk for Burberry, Vivienne Westwood, Gareth Pugh and Chanel. Her much heralded campaign for Agent Provocateur placed her firmly at the top of the league of most aspirational bodies in the world. She has worked for worldwide brands as diverse as Dr Martens and Marc Jacobs. Daisy's SS09 campaigns include: Pringle by Steven Meisel, Marc by Marc Jacobs by Juergen Teller, and DKNY Jeans by Scott Schumann. She has recently appeared in Italian Vogue and W shot by Steven Meisel. The Telegraph newspaper hails her as 'the model who broke the mould' and Amy Molyneux from PPQ succinctly calls her "fashion in a bombshell!"

## **ROSIE HUNGTINGTON-WHITELEY**

Rosie is a British model and is best known for her work with Victoria's Secret. Her largest success came in 2008, when she was put on the cover of Vogue, accompanied by models Eden Clark and Jourdan Dunn, for the November issue.

In 2003, Rosie was studying at Tavistock College when she was discovered, turning up for work experience as a booker at model agency Profile, based in London's West End. She appeared on Teen Vogue and Vogue Nippon, and was soon working with designers like Ralph Lauren, Tommy Hilfiger, DKNY and BCBG Max Azria. Rosie currently appears in a new short film for Agent Provocateur and is a prominent model for Victoria's Secret's PINK line, aimed at college aged girls. Her debut on the Victoria's Secret runway came in 2006 where she walked the Los Angeles runway amongst some of the world's top fashion models including Gisele Bündchen, Karolina Kurkova and Adriana Lima. She was featured in a behind-the-scenes video diary with fellow Victoria's Secret model Miranda Kerr. Currently, Rosie is working as the face of British brand Burberry and appeared in their Autumn/Winter 2008 campaign. She was also named Model of the Year at the 2009 Elle Style Awards.

## **LILY COLE**

Lily Cole was born in Torbay, England and raised in London. She was a normal fourteen-year-old schoolgirl, but after being spotted by a talent scout in the streets of Soho her life instantly changed.

Lily's big break came almost immediately when she caught the eye of star-maker photographer Steven Meisel, who was captivated by Lily's long limbs, porcelain skin and fiery red hair. It was that photo shoot, her first "only girl" story for Italian Vogue, that catapulted Lily into the spotlight. She quickly became one of the leading new faces of the year.

Lily has since worked with many of the industry's most noted photographers, including Craig McDean, Vincent Peters, Nick Knight, Paolo Roversi, Solve Sundsbo, Tim Walker, Juergen Teller, David Bailey, Patrick Demarchelier, Carter Smith, Inez Van Lamsweerde & Vinoodh Matadin, and Irving Penn. She is featured regularly on the covers and inside pages of top fashion magazines including Vogue (American, Italian, French, British and Japanese), Numero, 10, i-D, W, and V.

At 5'10.5", Lily is also a catwalk favorite for top fashion houses. She has walked the runways for designers such as Chanel, Christian Lacroix, Jean Paul Gaultier, Alexander McQueen, John Galliano, Louis Vuitton, Hermes, Paul Smith, Anna Sui, and Julien Macdonald.

Lily has starred in numerous advertising campaigns for renowned designers such as Prada, Chanel, Christian Lacroix, Hermes, Moschino, Longchamp, Topshop, Anna Sui Cosmetics, Max Studio, Nars, De Beers, Tiffany and Co. as well as being the face of Moschino's "Love" fragrance. She recently became the face of Rimmel Cosmetics and can currently be seen in both print and television advertisements.

Lily is also involved in various environmental and humanitarian charities and organizations, including "Amnesty International", "Ecostyle", "Water Aid", "Fortune Forum", "Run for Trees for Cities", "African Renaissance", "EJF (Ethical Justice Foundation)" and "Marks & Spencer's "Plan A". She also wrote the forward for Tamsin Blanchard's book, "Green is the New Black", and is in collaboration with a British designer to create an eco-friendly knitwear line.

Despite being in constant high demand, Lily's education remains a top priority. In 2008 she enrolled at the prestigious Cambridge University. In addition to her studies and modeling, she has also made her acting debut with a lead role in the Terry Gilliam Film, "The Imaginarium of Doctor Parnassus," starring opposite the late Heath Ledger, Johnny Depp, Jude Law, and Christopher Plummer. She will also appear in the upcoming film "Phantasmagoria: The Visions of Lewis Carroll".

## **MIRANDA KERR**

Miranda Kerr was born and raised on a farm in Gunnedah, Australia. She began modeling after winning the Dolly/Impulse Modeling Competition in 1997. Her win sparked significant media attention and she became the most sought-after new face, but she waited to begin modeling full time until after she finished high school. She then went on to study nutrition and health psychology at the Academy of Natural Living before she chose modeling as her career.

Miranda's career has consisted of a mix of high profile runway shows, fashion and beauty shoots, as well advertising in television and print. She has appeared on the covers and inside pages of numerous magazines, including British Harper's Bazaar with Michelangelo di Battista, Ocean Drive Magazine, and British GQ. Most recently, Miranda secured the July 2009 cover of "The Green Issue" of Australian Rolling Stone.

In 2008, Victoria's Secret signed Miranda as its newest Angel. She was the first Australian model ever to appear in a Victoria's Secret runway show.

Her campaign work includes Victoria's Secret, Maybelline, Levi's, Blumarine, Rock & Republic, Clinique's "Happy" fragrance, and Abercrombie & Fitch. She can currently be seen in the Spring- Summer 2009 advertisements for XOXO and is the face of the Australian department store David Jones. Miranda has also graced the runways for designers such as Anna Molinari, Betsey Johnson, Rachel Roy, Trovata, Tracy Reese, Just Cavalli, Baby Phat, Rock & Republic and L.A.M.B., amongst others.

Miranda appeared in the Pharrell and Kanye West music video "Number 1", as well as the debut music video for the band Tamarama, "Everything to Me." She starred as herself on a guest spot on an episode of the CBS hit show, "How I Met Your Mother".

Miranda currently resides in New York City.

## **GEORGINA STOJILJKOVIC**

Born and raised in Belgrade, Serbia, Georgina studied Political Science at the University of Belgrade and was the youngest assistant professor in the history of the Political Science department. While in school, Georgina was discovered by a scout, and quickly rose to the top of the fashion world. Many high fashion magazines and publications have named Georgina one of the most sought-after models of today.

In the time that Georgina has been modeling, she has had the opportunity to work with many top industry photographers such as Terry Richardson, Greg Kadel, Liz Collins, Josh Olins, and Mark Segal.

Top fashion magazines such as Vogue (French, Japanese and German), Numero, and Dazed and Confused, all feature Georgina on a regular basis. She has also appeared on covers of Numero and Muse.

Georgina has starred in the Philosophy di Alberta Ferretti ad campaign.

Also in top demand with the most noted designers, she has done extensive runway work in numerous collections from New York to Milan and Paris, for the likes of Proenza Schouler, Jil Sander, Versace, Dolce & Gabbana, Lanvin, Alexander McQueen, Ralph Lauren, and Christian Dior.

## **ENIKO MIHALIK**

Eniko is a Hungarian model who rose to prominence after placing 4th in the Elite Model Look 2002. She was born in Bekescsaba, Hungary, the capital of the Hungarian Bekes County. When she was 15, an agent discovered her at a shopping mall.

Eniko debuted at the Chanel haute couture shows in July 2006. She walked for only a few designers each season but in the Spring/Summer 2009 shows, she got her big break. She walked for over 50 designers internationally, including Givenchy, Blumarine, Moschino, Diane von Furstenberg, and Versace.

Her campaign work includes MaxMara, YSL Cosmetics, Cesare Paciotti, Samsonite by Viktor & Rolf, and Barneys New York. She has also worked with Gucci, Etro, and Paola Frani. Eniko has graced the covers of top fashion magazines i-D, V, and Self Service, along with Vogue Italia Beauty. Her face is also seen in the pages of Vogue, French Vogue, Love, i-D and Numero.

## **GRACIE CARVALHO**

After debuting at the fall Rio and São Paulo fashion weeks last January, the 18-year-old newcomer caught the eyes of casting agents, and by June she was the most requested model during the Spring Rio Fashion Week, walking in 35 of the 39 shows. She then landed the covers of Brazilian L'Officiel in July and November 2008, as well as editorials for Brazilian Elle and Brazilian Vogue. It wasn't until the Fall 2009 season that she strutted the catwalks in New York, walking for 3.1 Phillip Lim, BCBG Max Azria, Carolina Herrera, Ralph Lauren, and Vera Wang before moving on to Paris to walk for Giambattista Valli, Kris Van Assche, and Stella McCartney. And her popularity is growing. Most recently, she walked in the Jason Wu, Diane Von Furstenberg, and Miu Miu resort shows. She has booked campaigns for DKNY Jeans, BCBG Max Azria, Gap, Express, and Victoria's Secret

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## **ABBAY LEE KERSHAW**

Australian native Abbey Lee Kershaw was spotted on the beach by a top Sydney modeling agent, entered a teenage model search, and won. She exploded into the international fashion spotlight in just a few short months after winning the contest.

Only a week after arriving in New York, Abbey met legendary photographer Mario Testino who immediately booked her for the D&G campaign. Since that first shoot, Abbey has worked for Italian Vogue, Chinese Vogue, Harper's Bazaar, V, W, Numéro, Interview, i-D, and Ten magazines. Abbey has graced the cover of V, Dazed & Confused, Numéro Korea, and Australian Vogue. She has collaborated with such esteemed photographers as Inez & Vinoodh, Steven Meisel, Mario Testino, Craig McDean, Karl Lagerfeld, Peter Lindbergh, Terry Richardson, Mikael Jansson, David Vasiljevic, Nick Knight, and Greg Kadel.

In her first runway season, Abbey landed a coveted runway exclusive for Gucci in Milan. Since her debut, Abbey has appeared in campaigns for Gucci, Calvin Klein Jeans, D&G, GAP and See by Chloé. She is also the face of the new Gucci fragrance, Flora.

Abbey now shares her time between Williamsburg, Brooklyn and her hometown of Melbourne, Australia.

## **CATHERINE MCNEIL**

Catherine McNeil was born and raised in Brisbane, Australia. Her modeling career began when she entered and won the Girlfriend/CoverGirl model search in her native Australia.

Catherine's modeling career soared to international prominence after meeting legendary photographer Mario Testino in 2007.

Since her start, Catherine has appeared on the covers and in the pages of the most renowned fashion magazines, including Vogue (American, French, Italian, British, Japanese, and Australian), Numéro, Harper's Bazaar, Self Service, V, W, i-D, Pop, and Another Magazine. Catherine has worked with famed photographers such as Steven Klein, Patrick Demarchelier, David Sims, Mario Sorrenti, Peter Lindbergh, Inez & Vinoodh, Terry Richardson, Juergen Teller, Karl Lagerfeld, Mikael Jansson and Craig McDean. Catherine's statuesque and alluring beauty has been featured in numerous advertising campaigns for designers such as Louis Vuitton, Dolce & Gabbana, Versace, Jean Paul Gaultier, Christian Dior, Donna Karan, and Hugo Boss. She is currently the face of Essence, the new scent by Narciso Rodriguez. Since her runway debut, Catherine has walked for the world's top designers including Chanel, Valentino, Louis Vuitton, Yves Saint Laurent, Jean Paul Gaultier, Hermès, Givenchy, Versace, Marc Jacobs, Fendi, Alexander McQueen, Missoni, Rodarte, Carolina Herrera, and Stella McCartney.

Catherine currently resides in Manhattan's Tribeca neighborhood.

## **MARLOES HORST**

Dutch beauty Marloes Horst was discovered after sending polaroids to an agency in her native Holland. Marloes made her runway debut walking exclusively for Prada's Spring 2009 collection. She currently appears in the campaign for Valentino's newest fragrance, Rock 'n Dreams and this season will be appearing in the Ice by Iceberg campaign shot by Vanina Sorrenti.

Marloes has graced the pages of top international fashion magazines including Dazed & Confused, Russian Vogue, Vogue Hommes International, Numéro Tokyo, Muse, French Revue de Modes, British Elle, Exit, Deutsch, and Flair. In her short career, she has worked with an incredible assortment of photography legends and up-and-comers including Terry Richardson, Glen Luchford, David Slijper, Ben Hassett, Alex Cayley, Terry Le Goues, KT Auleta, Walter Chin, Vanina Sorrenti, Chad Pitman, and Dan Martensen.

Marloes currently resides in Manhattan's East Village neighborhood. In her free time, she is an avid hockey fan and she also enjoys dancing.

## PHOTOGRAPHERS AND LOCATIONS

1964	Robert Freeman in Majorca
1965	Brian Duffy in the South of France
1966	Peter Knapp in Al Hoceima, Morocco
1967	Not Published
1968	Harry Peccinotti in Tunisia
1969	Harry Peccinotti at Big Sur, California
1970	Francis Giacobetti at Paradise Island, the Bahamas
1971	Francis Giacobetti in Jamaica
1972	Sarah Moon at Villa Les Tilleuls, Paris
1973	Allen Jones in London
1974	Hans Feurer in the Seychelles
1975-1983	Not Published
1984	Uwe Ommer in the Bahamas
1985	Norman Parkinson in Edinburgh, Scotland
1986	Bert Stern in the Cotswolds, England
1987	Terence Donovan in Bath, England
1988	Barry Lategan in London
1989	Joyce Tennyson in the Polaroid studios, New York
1990	Arthur Elgort in Seville, Spain
1991	Clive Arrowsmith in France
1992	Clive Arrowsmith in Almeria, Spain
1993	John Claridge in the Seychelles
1994	Herb Ritts at Paradise Island, the Bahamas
1995	Richard Avedon in New York
1996	Peter Lindberg in El Mirage, California
1997	Richard Avedon in New York
1998	Bruce Weber in Miami
1999	Herb Ritts in Los Angeles
2000	Annie Leibovitz in Rhinebeck, N. New York City
2001	Mario Testino in Naples, Italy
2002	Peter Lindbergh in Los Angeles
2003	Bruce Weber in Southern Italy
2004	Nick Knight in London
2005	Patrick Demarchelier in Rio de Janeiro
2006	Mert and Marcus in Cap d' Antibes, France
2007	Inez and Vinoodh in California
2008	Patrick Demarchelier in Shanghai, China
2009	Peter Beard in Abu Camp/Jack's Camp Botswana
2010	Terry Richardson in Brazil