

THIRTYONE

IIII IIII IIII IIII IIII IIII I



sir tom stoppard sat for matt humphrey in may 2010





31 THIRTYONE: A CHARITABLE PHOTOGRAPHIC PROJECT

NOW - NOVEMBER 2010

This summer, photographer Matt Humphrey will embark on an ambitious innovative photographic project to take 31 portraits in 31 days. The shoots took place over the month of August around the capital at various locations. These images will be released online gradually during October, culminating in an exhibition & silent auction of bespoke signed and framed prints from 1 - 7 November at The Strand Gallery (former Proud Central).

An all-star cast of actors and directors from the stage and screen have already signed up, including Kevin Spacey, Sam Mendes, Jeff Goldblum, Jeremy Irons, Sinead Cusack, Michelle Ryan, Catherine Tate, Simon Russell Beale, Benedict Cumberbatch, Sir Richard Eyre, Noel Clarke, and many others.

The photos are natural, organic portraits in black & white, using no additional lighting.

The proceeds from all sales of the auction and limited edition online print sales will be donated to this year's nominated charity, Crohn's & Colitis UK (NACC).

PRINT SALES

The bespoke framed prints available at the exhibition will be signed by both the sitter and the photographer and will go on public, silent auction for the duration of the exhibition week (1-7 November). The exhibition will take place at The Strand Gallery, 32 John Adam St, WC2N 6BP, London.

In addition to these special prints, there will also be a limited numbered run of unframed prints (31 of each sitter), that will be available to purchase only through the website at the affordable price of £31.31 each.

This exciting project will open up the art-buying process to become more accessible to both those who are able to view the exhibition as well as those who follow the project online.

INTERACTIVE PROJECT

The public will be able to follow the project online through the blog on the official website, by joining the *facebook* group and by following feeds through *twitter*. There will also be a gradual daily release of the photographs on the official website in the run-up to the exhibition during the 31 days of October, to build up interest in the project.

for more information, please contact

matt@31thirtyone.com 07866 659387 @31thirtyone



www.matthumphreyimages.com