



PRESS RELEASE

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FIRST PHOTOGRAPHIC ART EXHIBITION OPENS ON THE SHOREDITCH ART WALL

For one week only starting from 4th October 2013, the first photographic art exhibition entitled *The Masks We Face*, will open to the public on The Shoreditch Art Wall on London's Great Eastern Street.

A collaborative project between celebrity photographer Rachell Smith and body/makeup artist Khandiz Joni, the collection of twenty-four photographs uses the creative application of facial art to explore the personalities behind the portraits.

Starting out as a small scale and personal collaboration, *The Masks We Face* turned into an extensive project for the duo, delving into human self-awareness and consciousness. Each of the models, varying in age, ethnicity and social backgrounds, were asked to respond to a series of questions to extract snippets of their personalities. It was these answers that determined the faces they would 'wear' for their shoot.

Commenting on the exhibition, artists Rachell Smith and Khandiz Joni said: "We're really excited to be working together on this project, especially with such an incredible space to showcase the collection. What sets the exhibition apart from every other painted face is the idea of what is being painted and why. Every portrait has been personalised and considered and we hope passers-by will begin thinking differently about portraits and the people behind them."

A drinks reception to mark the start of the exhibition will take place on 4th October, from 18:30 - 20:00, and will be located at The Shoreditch Art Wall, 17-19 Great Eastern Street, London EC2. [see map](#)

*For more details on invitations, or to interview the artists please contact:
Alex@insidercomms.com / 020 3667 3230*

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NOTES TO EDITORS;

Venue - 17 - 19 GREAT EASTERN STREET, LONDON EC2

<http://www.shoreditchartwall.com/>

More information on the artists:

Rachell Smith

Guided by the belief that photography is the best art form in capturing light and creating a mood, Rachell Smith specialises in fashion, portraiture, celebrity and beauty photography. The Masks We Face is Rachell Smith's first collaborative show, following a successful solo show on Kingsland Road last year.

Rachell has a degree in photography from The London College of Communication and spent three years as an apprentice to world-renowned photographer Rankin.

Khandiz Joni

South African body/make up artist Khandiz Joni has a career spanning 13 years. Having worked on countless high profile events including Blood Diamond, the Oscar nominated film Asad through to Royal Opera Hall's performance of Aida and a Superbowl half-time advert for Coca Cola, her background reads like a who's who in the worlds of TV commercials, film, fashion and beauty. She has also had her own solo painting exhibition in her hometown of Cape Town.