

# Celebrating Women in Photography Today

## I AM

### Nadia Nervo

The series explore the concept of natural beauty as a source of power. It aims to investigate female issues such as body image and insecurities and seeks to redefine beauty.

Working with women who have been asked to pose in front of the camera with no make-up and in their natural state, the project proved challenging for some of the participants, who said they felt vulnerable and 'naked'.

The project gave a real insight into the world of beauty and showed how the use of make-up helped the subjects to feel more confident and boost their self-esteem. They used cosmetics to enhance their 'feminine identity': one woman just couldn't face the camera completely make-up free and wore mascara and foundation, maintaining a 'natural' look ... but was brave enough to remove it when asked.

This experience enabled them to achieve a feeling of empowerment once the shot was taken. One of the subjects affirmed: "I really began to see how I don't need makeup to be beautiful, to be myself".

*Nadia Nervo's practice incorporates photography, video and performance. She received a Master's degree in Art Communication & Design from the Royal College of Art in 2003 and has since then participated in numerous group and solo exhibitions.*

*In her work, Nadia investigates the relationship between photographer and subject, often working with strangers and exploring the nature of connections being made. Intimacy and trust between artist and sitter are key elements in her practice and fundamental to the viewer's relationship to her portraits. Reappearing themes in her work are gender identity, the female body and movement.*

*She works primarily on analogue formats.*

#### MORE INFO

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