



pdn.

PDN's 30
2004

Our Choice of Emerging Photographers to Watch

- Jessica Antola
- Kristen Ashburn
- Esha Chiochio
- Andrea Fazzari
- Eric Fischer
- Formula Z/S
- Balazs Gardi
- Ashley Gilbertson
- Thayer Allyson Gowdy
- Darcy Hemley
- Timothy Hogan
- Danielle Levitt
- Thomas Loof
- Benjamin Lowy
- Jeff Ludes
- Joshua Lutz
- Joseph Maida
- David Nicolas
- Sue Parkhill
- Christian Patterson
- Alessandra Petlin
- Matthew Porter
- Leonie Purchas
- Clare Richardson
- Simon C. Roberts
- Micaela Rossato
- Garry Simpson
- Alec Soth
- Ofer Wolberger
- Katherine Wolkoff

PDN's 30 2004

"I try to find a contemporary way of seeing," says **Matthew Porter**, "without seeming overly sentimental."



Matthew Porter

AGE: 28
BORN: Bellefonte, Pennsylvania
RESIDENCE: New York, New York
EDUCATION: Bard College, New York
CLIENTS: *Fortune, Newsweek, Psychology Today, Lucasfilm Ltd., US Credit*

MATTHEW PORTER COMBINES THE CEREBRAL—he's captivated by formal concerns like spatial relationships and what he calls "clean, rigid lines"—with subtle empathy. His fastidiously composed photos of landscapes and architecture make you aware of things like the scrambled patterns of grass on a mountain. But Porter also wants you to notice the anthropomorphic quality of the manicured shrubs in front of that pastel house or the construction worker perched high up in a massive unfinished apartment building, casually dangling his legs over the side as if he were sitting at the pool. "I try to find a contemporary way of seeing," he says, "without seeming overly sentimental."

While Porter has shot environmental portraits for publications such as *Fortune* and photographed George Lucas's Skywalker Ranch, he's still in the early stages of building up his client list. After college, he focused on printing rather than self-promotion, and in 1999 he and fellow Bard alum Josh Lutz (who is also among *PDN's 30* this year) launched Loupe Imaging, a photo lab and studio. Porter has recently shifted the business to the back burner so he can focus on his photography. In fact, "if I could do it all over again, I might assist someone—for the connections and for the training," he says.

So far, one of his most cherished—and quirky—assignments has been creating a visual database of a 12-foot-tall model of a volcano-shaped hotel (in Las Vegas, naturally). And along those Tim Burtonesque lines, he dreams of photographing a utopian new-urban-planning community—like Orlando's Celebration. But Porter's also obsessed with the races, as in NASCAR. "There's a splashiness to NASCAR," he says, reflecting on the "montage of colors" and the way people "fetishize" accoutrements like T-shirts, pins and hats. Photo editors, start your engines....

—Kristina Feliciano