

# Amelia Shepherd

## 288 Days

Vantage Point, Brighton 04 October – 02 November 2014

**PRESS RELEASE: 19 September 2014**

### *Photographer Amelia Shepherd goes public to confront pregnant clichés*

**Amelia Shepherd reveals more than just her bump in 288 Days, her brave installation for the Brighton Photo Fringe. With humorous honesty she subverts stereotypes to expose her own experience of pregnancy.**

Collecting quotes, photo-documents and her own reflections throughout her nine months, Amelia has created an exhibition which challenges the countless clichés and crass remarks many expectant mothers are subjected to.

“I was astounded that during this, an acutely personal experience, my body suddenly seemed to become public property, open to a whole barrage of judgements”

“I found that all the clichés, public opinions and unrealistic media representations barely scratched the surface of the reality of my pregnancy experience, says Amelia.



“ These were 288 days when doubt, confusion, lack of confidence and physical ailments clashed with elation, excitement and wonder at what was to come”.

Amelia’s installation includes individual pieces from self-portraits of a woman proudly resting her 8 month bump on a sun lounger to diary excerpts of worries and close ups of blood stained tissues.

This exhibition documents the 288 days of twists and turns in a pregnancy. Amidst the midwife records, scans and test results from hospital visits is medical advice captured in pregnancy manuals and torn out magazine articles as well as some very candid, personal shots and diary entries of changes to a body and a psyche.

Most significantly this exhibition acknowledges that beneath that most feminine of all forms - the female bump – there is a far more interesting, imperfect and fragile complexity.

**Notes to editors:**

Interviews and images are available on request from [info@ameliashepherd.com](mailto:info@ameliashepherd.com)

**Exhibition Information:**

04 October – 02 November 2014

288 Days by Amelia Shepherd

4<sup>th</sup> Floor Collective | Vantage Point | New England Road

Brighton BN1 4GW

Wed- Sat 10:00 – 18:00

Sun 11:00 – 17:00

**Amelia Shepherd**

Amelia is a freelance photographer specialising in documentary, portrait and reportage. She has a particular interest in creating collaborative photographic installations and exhibitions which invite public interaction. She lives in Brighton, UK.

**Brighton Photo Fringe** is a volunteer-led, collaborative platform providing essential professional development opportunities and peer-support for emerging lens-based artists. Established by local artists in 2003 to compliment Brighton Photo Biennial (BPB), every two years BPF designs and delivers a citywide festival of exhibitions and events that attracts local, national and international participants and audiences. Since its inception, the BPF has grown into one of the largest festivals of its kind in the UK, attracting over 100,000 visitors in 2012. Showcasing the best of current photographic practice, BPF is open to everyone and everybody's invited.