

Third Floor Gallery

Press Release

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## Jocelyn Bain Hogg: *Muse*

10 April to 16 May, 2010

**Opening Night Preview: Friday 9th April from 7pm**

Third Floor Gallery hosts the première exhibition of Jocelyn Bain Hogg's latest series of photographs entitled "Muse". This is the third show to grace the walls of the new photography gallery located at the heart of Cardiff Bay.

"Muse" takes the premise from writer J.G. Ballard's book "The Kindness of Women" where he states that beauty is the square inch of skin seen on waking up close to the one you love.

The striking close-up photographs of Bain Hogg's friends, family and partners, depict an honest personal insight into femininity. The work explores beauty and female emotion in an unvarnished and un-retouched manner, challenging the 21st Century ethos of cosmetic enhancement and air-brushed magazine perfection.

Jocelyn Bain Hogg is an eminent British photographer specialising in documentary projects and commercial and editorial assignments. He is the author of three photography books: "The Firm", "Idols + Believers" and "Pleasure Island". His work has been exhibited and published worldwide. He studied Documentary Photography at Newport Art College and is a member of VII Network, part of the VII Photo Agency.





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