

MEAD CARNEY

**Mead Carney Fine Art**  
**Rich Hardcastle, *Dark Tales***

Coverage Book  
Prepared by CHJPR



# THE SUNDAY TIMES

The Sunday Times Magazine: Spectrum  
3 full pages with commentary from the artist

Circulation: 3.1 million

PR value: £330,000

Press page 1 of 2



## THE DARK STUFF

Rich Handcastle has honed his skills over 25 years to become one of the industry's most respected celebrity photographers. So much so that when he began his project 'Dark' tales he had an A-list cast, including Ricky Gervais.

David Gandy and Rupert Grint, queuing up to be involved. Each scene was created to appear like a still from a film, the tone ranging from humorous to tragic. Here Handcastle gives us an insight into the ideas behind each image.



SPECTRUM

Top left: Whatever Your Cosis. Make it Portable, featuring Rupert Grint: "It was apt to cast Rupert as my visual interpretation of a misopious youth: a lost childhood on movie jetties, some might say." Top right: The Eternal Return.

featuring Hayley Atwell: "My interpretation of the Oursoberos sergeant." Bottom left: The Pursuit of Happiness, featuring Rachael Alexander-Moat: "The result of an idea I had after a trip to Art Basel in Miami, where I kept thinking

I was walking past the same person." Bottom right: Hello Kids, Goodbye Kids, featuring Ricky Gervais: "This is the one that really started it all. Inspired by the Pantomime clowns, brought to life by Ricky indulging my silly ideas"





# THE SUNDAY TIMES

SPECTRUM



The Ghost of Raves Gone By, featuring Tim Minchin: "I used to go clubbing a lot — time felt like a sort of masked purgatory, a moment in limbo." Bottom: *Shit's Just Got Real*, featuring Harry Treadaway: "An idea I particularly love,

one of childhood games becoming a nightmarish reality in adulthood." All photographs by Rich Hardcastle. *Dark Tales* can be seen at Mead Carney Fine Art, London W1, from January 24 to February 22. Visit [meadcarney.com](http://meadcarney.com)

WORDS BY EMMA BROOMFIELD

For an extended selection of Spectrum images, visit [thesundaytimes.co.uk/spectrum](http://thesundaytimes.co.uk/spectrum)



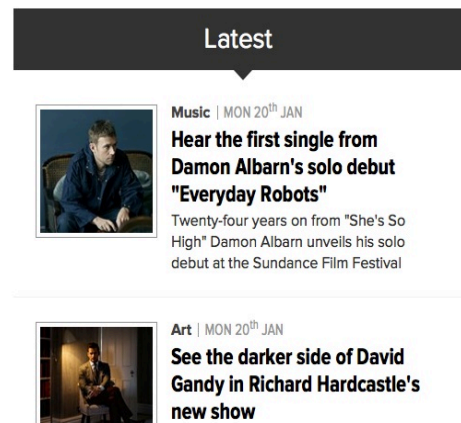
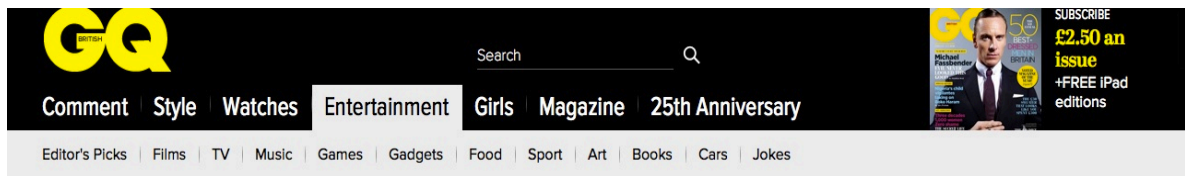


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By GQ.CO.UK

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## See the darker side of David Gandy in Rich Hardcastle's new show

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By GQ.CO.UK | Photos by Rich Hardcastle | 20 January 14

After [London Collections: Men](#) you'd have thought you'd have seen snaps of [David Gandy](#) from every conceivable angle. In a new exhibition opening this Friday, portrait artist Rich Hardcastle explores the idea of hidden identity within celebrity. Talking on his David Gandy portrait, "Kill Yourself To Get Ahead" Hardcastle said "This is my idea of personified of pre-determined destiny, based on where we are from not where we are going, in this case, Essex."

*Rich Hardcastle: Dark Tales runs from 24<sup>th</sup> January to 23<sup>rd</sup> February at the Mead Carney gallery. [meadcarney.com](#)*

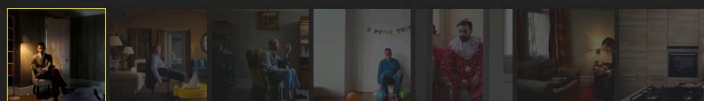
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**Kill yourself to get ahead**

Featuring David Gandy

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ky Gervais As You've Never Seen Him Before...

I kind of had a feeling 'Make My Day' would resonate  
Clint Eastwood — Actor, Director

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21 January 2014 By Sam Parker

Photographer Rich Hardcastle's new solo show is a macabre delight

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Rich Hardcastle is one of the world's leading photographers, whose celebrities portraits have adorned the pages of *Esquire*, *Rolling Stone* and *Harpers Bazaar* – not to mention the walls of The National Portrait Gallery.

His debut solo show, *Dark Tales*, draws on his bulging contact book of celebrities as well as the darker recesses of his imagination.

Onenine this week at Mead Carnev art mallerv. central London. the eerie shots include a

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Ricky Gervais as a clown who couldn't take it anymore (coulrophobics look away).

It's a brilliantly absurd collection, and we recommend you make it your first art trip of 2014.

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Rich Hardcastle is one of the world's leading photographers, whose celebrities portraits have adorned the pages of *Esquire*, *Rolling Stone* and *Harpers Bazaar* – not to mention the walls of The National Portrait Gallery.

His debut solo show, *Dark Tales*, draws on his bulging contact book of celebrities as well as the darker recesses of his imagination.

Opening this week at Mead Carney art gallery, central London, the eerie shots include a levitating Tim Minchin, David Gandy in a murder scene involving David Gandy and Ricky Gervais as a clown who couldn't take it anymore (coulrophobics look away).

It's a brilliantly absurd collection, and we recommend you make it your first art trip of 2014.

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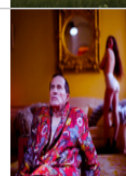
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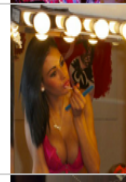
15 Films You Should Have Seen (But Probably Haven't)

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Kenneth Anger: Where The Bodies Are Buried

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Behind The Scenes At Babestation

***“It’s a brilliantly absurd collection, and we recommend you make it your first art trip of 2014.”***

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**LATEST:** Crimes against households and adults fell by 10% in England and Wales in year to September 2013, ONS survey shows

## NHS waiting time data 'unreliable'

Waiting time information for non-emergency operations such as knee and hip replacements in England is unreliable, a watchdog says.

**'Plug pulled in a few seconds'**

Are we missing a trick on A&E?

Are we being fair to the NHS?

Hospitals: A system under pressure

Was 2013 the NHS's annus horribilis?

## PM 'open minded' on Syrian refugees

Downing Street says David Cameron is "open minded" about the UK taking Syrian refugees, amid signs he could be defeated in a Commons vote.

UN seeks to bridge Syria divide

Syria: The story of the conflict

Labour to force Syria refugees vote

## More schools meet government targets

More secondary schools in England are meeting baseline government targets on GCSEs, the latest league tables show.

**Gove: 'Reforms are working'** **NEW**

Best GCSE results

Lowest GCSE results

Best advanced academic results

## Crime figures down 10%, survey shows

Overall crime fell by 10% in England and Wales in the year to September 2013, official figures show.

**100**

## 1,400 UK soldiers to lose jobs

About 1,400 soldiers are to be made redundant in the Army's fourth and final round of job cuts since the 2010 defence review.

## Stan Collymore quits Twitter - agent **NEW**

Interest rate rise 'some way off' **NEW**

India woman raped on 'court' order

'Philpott fund-raisers' told to stop

MPs doubt anti-terror orders' effect

Texas executes Mexican police killer

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## English school tables

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**Boomerang effect**

Why so many Australians are abandoning the UK

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**'It's only half a crocodile'**

Stunning images from top nature photographers

**Six sport stories...**

With six months to go to the Commonwealth Games

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Music city Nashville reinventing itself as a hub for tech firms

**Ping pong diplomacy**

How table tennis paved the way for Nixon's landmark visit to China

**Bombs and babies**

Why Iraq's population seems to keep growing - despite the war

**Dark Tales**

Stars reveal a darker side in a new photographic portrait exhibition

**'Reason to live'**

How India acid attack victim found love

## The Papers

**Britain 'booms' and TV dress gongs**

The press examines Britain's falling jobless rate, picks the best - or worst - dresses from the National Television Awards and frets about weight loss.

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22 January 2014 Last updated at 23:23

### In pictures: Dark Tales

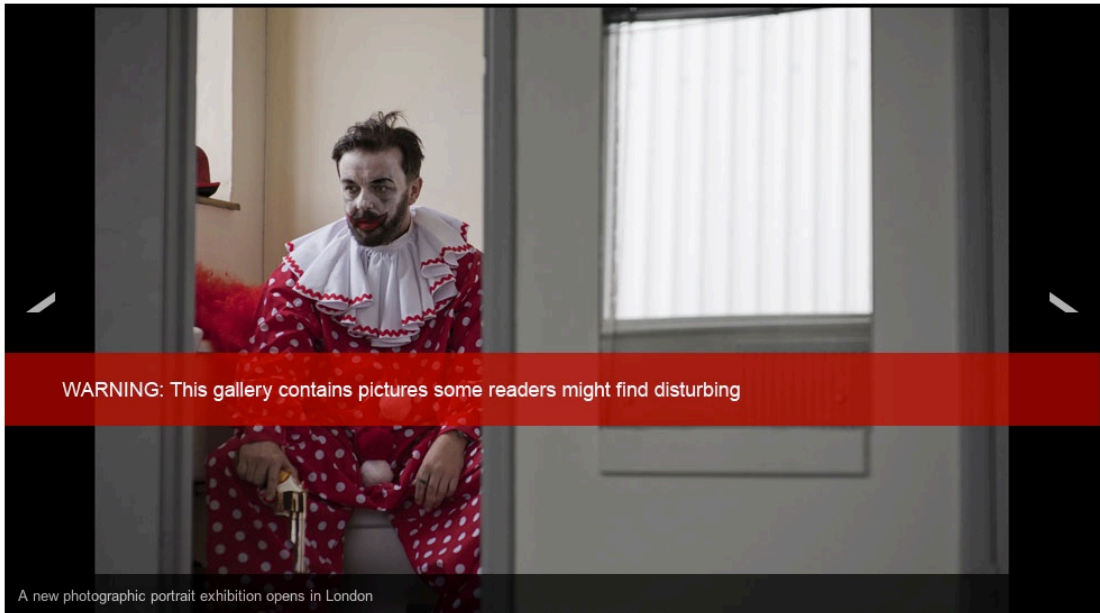


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### Fotógrafo recruta estrelas de cinema para 'contar histórias sombrias'

Atualizado em 26 de janeiro, 2014 - 13:27 (Brasília) 15:27 GMT



'Dark Tales' é a primeira exposição do fotógrafo Rich Hardcastle, que abriu em Londres esta semana. Ele recrutou amigos famosos (como Ricky Gervais, nesta foto) para participar de fotos que tentam, com sua estranha composição, contar histórias perturbadoras.

RICH HARDCASTLE



Imagem 1 de 8

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## Editors' picks

### Film



#### Inside Llewyn Davis: 'intense sadness and glorious sweetness'

**Peter Bradshaw:** The Coen brothers's beguiling new film about a struggling folk singer is propelled by a rarely discussed dilemma – when do artists cut their losses and abandon their careers?

101 comments

- The horror movie 'winning people to Christ'
- No way! 'Sad Keanu' toy goes on sale
- The Raid 2: Sundance 2014 – first look review
- Sundance day 5, with The Raid 2 and more
- Carrie Fisher 'confirms' Star Wars return

### Music



#### Justin Bieber arrested for 'drag racing and driving under the influence'

**News:** Miami Beach police confirm pop star's arrest and say 19-year-old was racing rented Lamborghini early on Thursday

160 comments

- Mick Jagger rules out memoirs
- Elton John condemns Russia's anti-gay legislation
- Neil Young confirms 'low-tech' new album
- Disclosure joined by Mary J Blige on F for You
- Readers recommend: songs about horses – results

### Art and design



#### Dali: the first celebrity modernist

**Jonathan Jones:** Call him a hack, call him a fascist but, on the 25th anniversary of Salvador Dalí's death, it's time to admit the Spanish surrealist made modern art popular and accessible

3 comments

### Stage



#### Adrian Lester on how to be a great stage actor

**Comment:** The star of Red Velvet describes the nail-biting challenge of playing one of Victorian England's most celebrated Othellos

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### Art and design



#### Where are the Girls? Jemima Kirke on women in art

**Video:** Jemima Kirke of TV show Girls discusses how women have always made art, even if they've been absent from the history books

39 comments

### Classical music



#### ENO: exit Edward Gardner, enter Mark Wigglesworth

**Comment:** Did anyone see the change at the helm of the ENO coming? And what does it spell for both the company and the outgoing music director?

4 comments

## You may have missed ...

### Film



#### Guardian Film Awards in focus: best picture

93 comments

### Music



#### East India Youth: giving a face to electronic music

2 comments

### Architecture



#### Sensing Spaces indulges architecture's vaulting ambition

15 comments

### Books



#### Alan Moore: superheroes are 'cultural catastrophe'

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## Latest video, audio and galleries



#### Sundance film festival 2014: The Raid 2; The Voices; The Internet's Own Boy – video

Xan Brooks and Henry Barnes report from day six of

### Latest audio

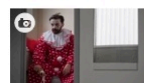


**Guardian children's books podcast:** Susan Cooper reads from Ghost Hawk  
Audio (12min 51sec)



**The Sydney festival podcast:** Episode five  
Audio (27min 43sec)

### In pictures



**Celebs on the dark side ...** Rich Hardcastle portraits - in pictures  
Gallery (7 pictures)



**10 pop musicals we'd like to see – in pictures**  
Gallery (10 pictures)

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## Celebs on the dark side ... Rich Hardcastle portraits - in pictures

From Ricky Gervais as a clown on the edge to a scary Tim Minchin raving in a car park, photographer Rich Hardcastle presents celebrities in a dark and twisted light in his painstakingly detailed scenes. An exhibition of his portraits, Dark Tales, is at [Mead Carney Fine Art](#), London from 24 January to 22 February

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[theguardian.com](#), Thursday 23 January 2014 14.57 GMT

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Whatever your Oasis, make it portable... Rupert Grint

Photograph: Rich Hardcastle

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 **'Sleepy Hollow' Finale Review: They're In A Hell Of A Mess Now**

**Maureen Ryan**  
TV critic, The Huffington Post

It's the moral and personal dilemmas that have elevated "Sleepy Hollow" from the ranks of "satisfying" to "frequently awesome."

Comments (47)


 **BLOG: The View From Benefits Street**

**Laurence Stellings**  
Pollster, Strategist, Associate Director at Populus

While few political commentators, bloggers and pundits have yet to offer a view on Channel 4's *Benefits Street*, a programme dubbed 'poverty porn' by critics, there is one voice largely missing from the *taboo*: that of those receiving benefits *anvce*

Brave's glorious Princess Merida walked that talk by rejecting the idea that a bunch of strangers should compete with each other to marry her. Instead, she competed with them to win her independence. Which she did. Go Merida. That's some impressive feminist ideology right there.


Comments (0)

 **Ballet Review: Le Corsaire, English National Ballet**

**Victoria Sadler**  
Arts & Culture Writer

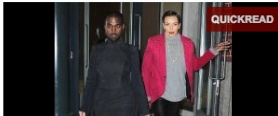
*Le Corsaire* (the pirate) is a bright, upbeat ballet, unlike the more popular but tragic ballets such as *Swan Lake*, *Giselle* and *Roman and Juliet*. And this

**6 Stars Who Need To Move To London**




Comments (0)

**Proof That Kimye Are Slowly Turning Into Each Other**




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Sam Rushed Out Of 'CBB' House



You Won't Believe What Joan Has Said About Kim K's Baby!



Splash! Star: 'They Made Me Wear Tiny Trunks'

## Ricky Gervais, David Gandy, Tim Minchin Transformed For Rich Hardcastle's 'Dark Tales' (PICTURES)

The Huffington Post UK | Posted: 22/01/2014 15:33 GMT | Updated: 22/01/2014 15:33 GMT

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Ricky Gervais, Tim Minchin, model David Gandy, comedian Rufus Hound and actor Michael Sheen are just a handful of the luminaries transformed for these 'Dark Tales'.

Photographer Rich Hardcastle has cast each of his subjects in the role of an artist, "using ambiguous visual narrative left to interpretation by the viewer".

Hence Ricky Gervais as a clown, David Gandy be-suited and Hayley Attwell in a kitchen,

As for the Ricky Gervais picture, the artist explains:

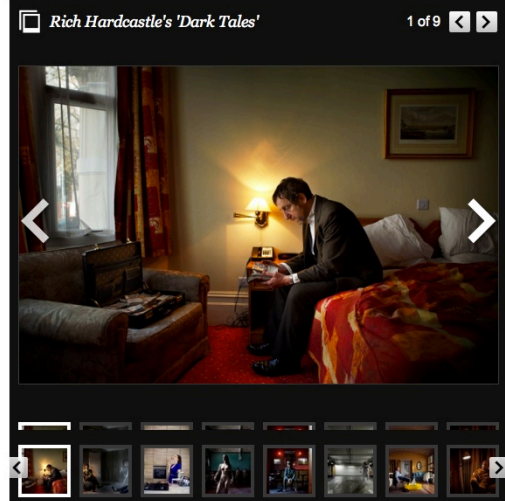
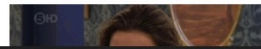
"This is the one that really started it all, and the most collaborative as it was a particular idea Ricky had wanted to do for some time. Inspired by the Pierrot Clowns, brought to life by Ricky indulging my silly ideas."

Rich Hardcastle's 'Dark Tales' debuts at Mead Carney Fine Art, 45 Dover Street, W1S 4FF, open to the public from 24 January - 22 February. More pictures below... how many do you recognise?

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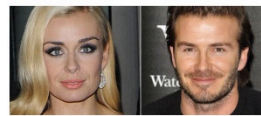


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'I Had To Speak About Beckham Affair Rumours'





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Dark Tales, Mead Carney, London

Photographs of well-known faces playing various roles in unusual settings will be on display in *Dark Tales*, the first solo show by internationally acclaimed Rich Hardcastle at **Mead Carney**.

This series of never before seen images uses a tight claustrophobic film set to create cleverly de-contextualised photographic stories and includes celebrities such as Ricky Gervais, Billy Zane, Tim Minchin, Rupert Grint and Michael Sheen, among others.

Hardcastle, who has more than 25 years' experience in commercial photography and holds a First Class Degree in Photography and a Masters in Fine Art Photography from the Edinburgh College

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Dark Tales, Mead Carney, London

Photographs of well-known faces playing various roles in unusual settings will be on display in *Dark Tales*, the first solo show by internationally acclaimed Rich Hardcastle at **Mead Carney**.

This series of never before seen images uses a tight claustrophobic film set to create cleverly de-contextualised photographic stories and includes celebrities such as Ricky Gervais, Billy Zane, Tim Minchin, Rupert Grint and Michael Sheen, among others.

Hardcastle, who has more than 25 years' experience in commercial photography and holds a First Class Degree in Photography and a Masters in Fine Art Photography from the Edinburgh College of Art, is one of the most well-known celebrity photographers in the world.

He has captured the likes of Kevin Spacey, George Clooney, Brad Pitt and Meryl Streep and worked with leading playwrights, comedians, magicians, burlesque dancers and rugby captains. His work has appeared in most major publications and recently he was the photographer for Karl Pilkington's adventures in the Sky1 HD production *Idiot Abroad*.

While most of his career has been dedicated to portraiture, his most recent work, *Dark Tales* included, has developed to push boundaries of the genre. Ricky Gervais and Stephen Merchant say of Hardcastle's work: "Rich has a way of making even a rainy day spent standing in a muddy field look glamorous and important."

*Dark Tales* is on display from 24 November till 15 February at Mead Carney, London. 45 Derry St.


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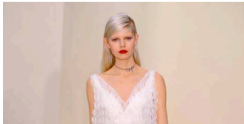


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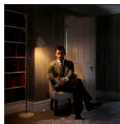

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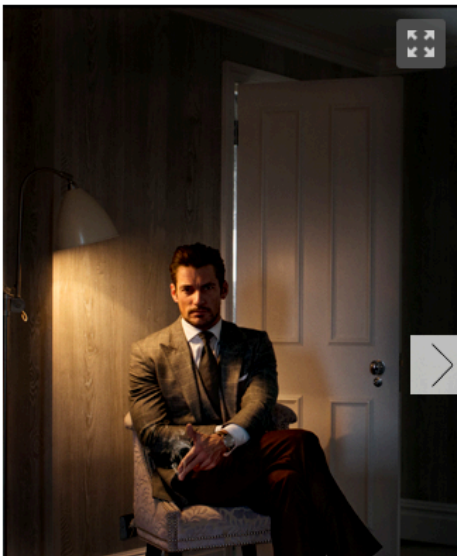
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### 24 – 27 JANUARY BAZAAR WEEKEND

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#### THE EXHIBITION

Longtime *Bazaar* contributor and BAFTA photographer Rich Hardcastle has opened his first solo exhibition, 'Dark Tales,' at Dover Street's Mead Camey gallery. The internationally acclaimed snapper's show stars the likes of David Gandy, Hayley Atwell, Ricky Gervais, Rupert Grint and Michael Sheen, and you can pop in and catch a glimpse of the powerful pictures from 24 January to 16 February. Through the use of tight, claustrophobic film sets, Hardcastle creates intriguing visual narratives that range from the absurd to the tragic, and which leave most of the interpretation up to you.

Visit [www.meadcamey.com](http://www.meadcamey.com)

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