

# I love you

my printed blog



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# I like the sound of kissing

From: christiane bördner <christiane@christianeboerdner.com>  
Subject: would love to print your images in my magazine!  
Date: Wednesday, May 6, 2009, 5:37 AM  
To: massimo@gammacurta.com

Dear Massimo,

I found your images in a blog, I was wondering if you would mind me printing them in my magazine, enclosed is a rough layout. I am a great Art Director from Berlin with a sexy idea but not a big budget yet. The only thing I can offer you is being part in something remarkable beautiful with a credit. The Magazine is planned to be launched at the beginning of July for Berlin Fashionweek. If you want to see more of the magazine just give me a shout. Would love to hear from you.  
Best from berlin  
christiane

From: massimo@gammacurta.com  
Subject: would love to print your images in my magazine!  
Date: 6. Mai 2009 18:02:52 MESZ  
To: christiane@christianeboerdner.com

Hi Christiane,  
*thanks for the interest, the "Sweet Fashion" story has been published in many magazines and few books and I am doing an exhibition in Cannes for the film festival but it has always been published as part of an article about me, basically talking about my work and never in the way you want to use it. The problem is that I either give the whole story as a fashion editorial to a magazine (I refused wallpaper and Wound for different reasons) or it has to be either a cover or a piece about me. So if you want to use it in a different way I'll be happy to send you the scan, like that I don't think it works for me. I am a starving artist in NYC trying to do what's best for me and trying to protect my work so please do understand my reasons.*  
Thanks so much  
Massimo



From: christiane@agentur-e.com  
Subject: DONT WANT TO GIVE UP!  
Date: 8. Mai 2009 18:49:57 MESZ  
To: massimo@gammacurta.com

Ok, I slept over it and I really would like to have the story, and therefore I would like to make a story about you and your Lollipops. What about an interview? Enclosed some questions and please send me your biography. I promise I will do smething nice with it. All the best  
christiane

From: massimo@gammacurta.com  
Subject: DONT WANT TO GIVE UP!  
Date: 8. Mai 2009 19:27:00 MESZ  
To: christiane@agentur-e.com

*Don't ever give up, in NYC we don't like quitters :) Here it is Christiane, the bio and the questionnaire, please let me know if are ok with you. Also how many pics, which ones and how big filesize? Thanks a lot  
Best  
Massimo*

c: What was the idea behind that story?

*m: I am not really good at explaining my work with words, I guess that's why I am a photographer and not a writer, but a good friend of mine wrote this about "Sweet Fashion": "The concept about the 'Sweet Fashion' story is the fascination we have for food and fashion. The possibility to eat fashion is very appealing to the viewer, it goes into your system, into your blood, in a way it becomes part of you. Therefore when you pair candy treats and fashion icons such as Chanel or YSL it triggers a reaction into your palate, into your brain."*

c: How did you do the lollipops?

*m: If I tell you I'll have to kill you ... just kidding, all I can say that it's real hardball candy and natural vegetables color and I made them myself.*

c: Did you work together with the brand, ask for their logos or did you just do it on your own?

*m: Absolutely on my own, it's a project I made for a show.*

c: What kind of show was it?

*m: I am doing a collective photo exhibit in Cannes for the film festival and I wanted to show this story which is a crossover between art + commerce that's it, it's just a personal fine art photo project.*

c: When is the opening?

*m: By the time the magazine will be out is too late it's on the 17/23 of may in cannes.*

c: Some of your work like "the sweet story" or "the fashion weapons" is very conceptual and striking. You obviously like to provoke, what is the reason of your work and what makes you get up every morning?

*m: "Edginess and the provocation of reflection in the viewer. I am motivated by challenging my viewer." That is what makes me wake up in the morning along with some good coffee.*

c: Did you get any feedback from the brands you are working with? Your work reminds me to the work of ora ito, he invented products for certain brands that didn't exist so far, this made him famous and after that they came back to him and they hired him for jobs, did those stories change anything in your live?

*m: Nothing at all, my agent in Paris and NYC got a lot of phone calls but nothing directly linked to this brands.*

c: When I google your name, I get 15.600 hits and your stories are in every blog. Did this make you famous, did this effect your live?

*m: Maybe I got popular on the internet but nothing has really changed in my life.*

c: What is your next project?

*m: I am thinking about a series of sculptures and some more photography fine arts projects.*





c: What is going on in nyc these days, still exciting, or do photographers fight for the last jobs?

m: *In NYC we always fight for everything we do and I guess that's why I love this city so much because it keeps you honest.*

c: My issue is called "money can't buy me love", can you give me any comment on that phrase?

m: *I do agree, "money can't buy me love" but it can help me financing my next project, that's all I need.*

c: I would like to print our whole email correspondence, like that better than just an interview. Do you mind?

m: *Shit I hope I didn't sound like an asshole. I didn't tell you about all the other stuff that happened with this story, the strange phone calls and emails, the law firms checking my site up and the fact that I proposed this as an editorial to many magazines (all indie ones) and nobody and I mean NOBODY but few ones open their emails and check the slideshow I had set up online. When that happened I decided to put it up on my site and the morning after I got 2500 visits and I thought it was a mistake but then I saw all this blogs and I thought that maybe if these people in all these magazines would have open their emails and put my pic on their cover that would have helped them sell more copies, the response I had has been overwhelming and it's flattering that in the end...*

**... IT WAS THE WEB THAT DECIDED  
HOW GOOD THIS STORY WAS AND  
NOT SOME STUCK UP ASSHOLE  
IN A MAGAZINE ...**

*... I am not against using the emails but please let me check it out before you publish them.*

c: now our little conversation is gathering momentum, is there something else you would like to tell me and the world?

m: *Nope that's about it, there's been some people asking me to produce this stuff (and I told them that they had to have their brains checked) but nothing more than that, maybe you should put one of my lollipops on the cover of your magazine :D Massimo*



CONCEPTUAL STILL LIFE PHOTOGRAPHER MASSIMO GAMMACURTA WAS BORN IN ROME, ITALY. INFLUENCED BY THE FUTURIST ART MOVEMENT THE GRAFFITI CULTURE AND FELLINI'S AND PASOLINI'S MOVIES HE SHOT STILLS AND PORTRAITS FOR A HOST OF PUBLICATIONS AND ADVERTISING SUCH AS DETAILS, FORBES, NIKE, LEXUS, WIEDEN & KENNEDY, SURFACE MAGAZINE. MASSIMO WON THE AMERICAN PHOTOGRAPHY AP-24 2008 AWARD AMONGST OTHERS AND ALSO HAS BEEN INCLUDED IN THE LUERZER'S ARCHIVE 200 BEST ADVERTISING PHOTOGRAPHER. MASSIMO IS BASED IN NYC. WWW.GAMMACURTA.COM

“It makes increasingly less sense even to talk about a publishing industry, because the core problem publishing solves—the incredible difficulty, complexity, and expense of making something available to the public—has stopped being a problem.”

Clay Shirky