



Artist biography

Gavin Hammond is the music and film producer for film noir pop group Sweet Tooth, a singer/songwriter in his own right, and the producer/mixer of various artists from the UK, Spain, USA, Canada and Australia.

He began taking photos when travelling the world as a musician and now captures the world as if he were creating the soundtrack for a traveller.

Artist concept

Gavin Hammond shoots in black and white (film) and predominantly uses a Lomo LC-A+, so he can concentrate on framing, lighting and mood, rather than digital tricks. He never Photoshops or crops his images and aims to create a distinctively timeless work.

London In Puddles series

Gavin Hammond has taken the stereotypical idea that it is always raining in Britain, and turned it into a photographic art project. He has captured London's landmarks reflected in puddles and wet pavements – and successfully made a tourist out of millions of Londoners.

He got the idea following some bad luck: "I stumbled upon my first puddles image by accident. My bicycle had been stolen so I was walking into town along the Southbank... And lo! A beautiful reflection of one of the gondolas emerged from a puddle, like a vision from another world, a view of a parallel universe."

"I have been taking these images for about two months – pretty much every day throughout this year's lovely wet season. So every morning, lunchtime and early evening I've been cycling all over London scouting out locations and lying, crouching, kneeling and standing upside down in the rain."

Lurking on pavements and side roads doesn't come without its own risks, however: "I've been shouted at by white van drivers, swerved past by bus drivers, run down by bicycles, threatened by a drug dealer, moved on by a security guard, stared at by tourists, barked at by a Queen's Guard and asked if I'm unwell or lost by a taxi driver."

"I also caught a nasty cold after lying face down in the rain trying to photograph Tower Bridge from a disused fountain in St Katharine Docks. It's been a lot of fun, though."

Gavin, who uses a Lomo LC-A+ camera for his images, thinks his style of photography may catch on: "I'm thinking of running 'upside down tours' of London every time it rains. We can mount telescopes on those topless busses and zoom in on puddles as we pass a landmark."

"I seem to have made tourists out of Londoners, which is great. I like the idea that people are suddenly seeing their own town through fresh eyes. Even in this old girl, beauty can be found. You just have to look at her the right way up", he says.

References, media & links (selection)

- *The Telegraph*
<http://www.telegraph.co.uk/culture/culturepicturegalleries/9316774/London-reflected-in-puddles-and-wet-pavements-photos-by-Gavin-Hammond.html#?frame=2241659>
- *The Stylist*
<http://www.stylist.co.uk/life/london-in-puddles-photo-series-by-gavin-hammond>
- *The London Evening Standard*
<http://www.thisislondon.co.uk/news/london/in-pictures-murky-view-of-london-captured-in-unique-puddle-art-7830798.html>
- *The Metro*
http://www.metro.co.uk/weird/901408-eagle-eyed-snapper-uses-puddle-art-to-give-an-alternative-view-of-london?fb_ref=ITO%3Dsocialnet-facebook-like&fb_source=timeline
- *The Daily Mail*
<http://www.dailymail.co.uk/sciencetech/article-2155837/The-famous-London-landmarks-seen-reflected-puddle-photographer-minds-rains.html>
- *The Mirror*
<http://www.mirror.co.uk/news/uk-news/london-in-puddles-superb-pictures-open-866292>
- *CBC*
<http://www.cbc.ca/strombo/arts-and-entertainment/photos-of-the-day-london-in-the-puddles.html>
- *Lost At E Minor*
<http://www.lostateminor.com/2012/04/10/london-in-puddles-photography-by-gavin-hammond/>
- *Colossal*
<http://www.thisiscolossal.com/2012/05/london-in-puddles/>
- *My Modern Met*
<http://www.mymodernmet.com/profiles/blogs/gavin-hammond-puddles>
- *Flickr*
<http://www.flickr.com/photos/sweettoothlondon/>

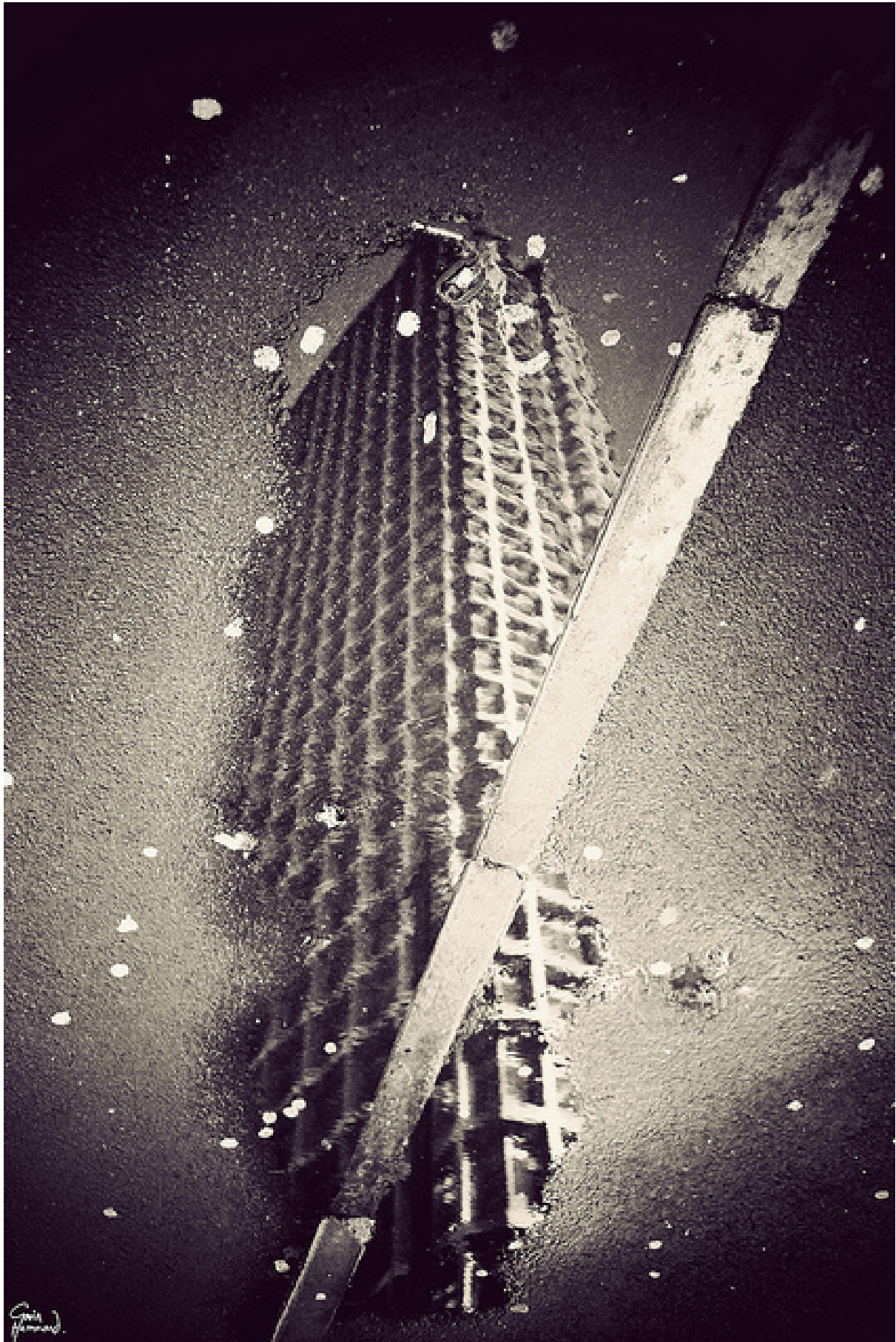
For more info:

<http://www.gavinhammond.com>

<http://gavinhammond.tumblr.com>

<http://sweettoothmusic.co.uk/>

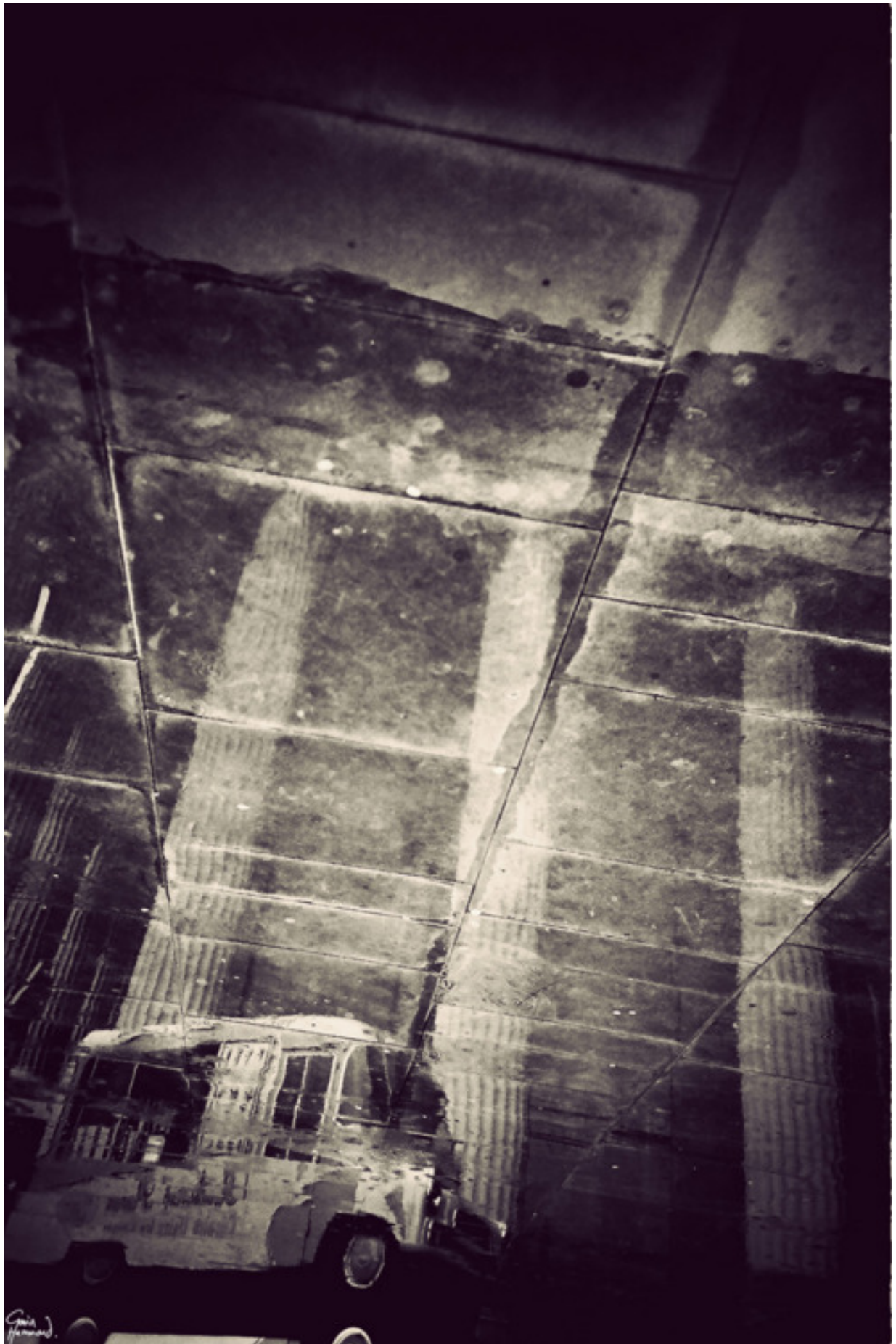
Gavin Hammond - photo examples



Centrepoint in a puddle



The London Eye in a puddle



The British Museum in a puddle



Big Ben in a puddle



St. Paul's in a puddle



Carnaby Street in a puddle



The top of Tower Bridge in a puddle



Marble Arch in a puddle



The Royal Courts of Justice in a puddle



Tourists on Oxford Street in a puddle