

# ERRIKOS ANDREOU

WE HAD A TALK WITH THE PARIS-BASED  
FASHION PHOTOGRAPHER

ABOUT HIS WORK, HIS LIFE AND ABOUT PHOTOGRAPHY AS ART

INTERVIEW BY PASQUALE KARATZETZO

PHOTOS: ERRIKOS ANDREOU  
MODEL: CHRIS





**MR. ANDREOU, DID YOU ALWAYS WANTED TO BE A PHOTOGRAPHER?**  
NO, I WAS ALWAYS INTERESTED IN FASHION AND I WANTED TO BE A FASHION DESIGNER. I STUDIED FASHION AT THE UNIVERSITY OF WESTMINSTER AND AT THE COLLEGE OF CENTRAL ST MARTIN'S. HAVING AN INTEREST IN FASHION FROM A VERY EARLY AGE I USED TO COLLECT BOOKS AND MAGAZINES. THAT WAS AN INDIRECT "EARLY EDUCATION" IN PHOTOGRAPHY. I DID DO A COURSE WHEN I WAS STILL IN HIGH SCHOOL, BUT THAT WAS MOSTLY OUT OF GENERAL INTEREST AND THE PHOTOGRAPHY IN SUBJECT WAS MORE ABOUT ART AND PORTRAIT.

**HOW DIFFERENT WOULD BE YOUR LIFE WITHOUT PHOTOGRAPHY?**  
I WOULD STILL BE IN FASHION, BUT I THINK I WOULD BE A LOT MORE STRESSED. PHOTOGRAPHY ALLOWS YOU TO TAKE A STEP BACK AND OBSERVE OR BRING EVERYONE YOU WORK WITH IN YOUR OWN UNIVERSE. FOR ME ALSO, PHOTOGRAPHY ALLOWS ME TO BE VERY MOBILE. I SIMPLY GET MY CAMERA AND OFF I GO, AND I LOVE THIS FREEDOM!

**MALE OR FEMALE PHOTOGRAPHY? WHICH CAN BE MORE CREATIVE?**  
I STARTED BY DOING MALE PHOTOGRAPHY. I FIND IT A LOT LESS COMPLICATED. MOST MALE MODELS DO THIS JOB BECAUSE THEY WANT TO HAVE A GOOD TIME, THEY DON'T STRESS AS MUCH AS GIRLS DO, DON'T WORRY ABOUT LOOKING ALWAYS PERFECT, SO IN EFFECT EVERYTHING IS A LOT MORE RELAXED. BUT IN TERMS OF CREATIVITY, YOU CAN BE CREATIVE SHOOTING STONES IF THAT'S WHAT YOU LIKE DOING. IT'S A MATTER OF INSPIRATION AND EXECUTION.

**SOME OF YOUR PHOTOGRAPHS ARE PROVOCATIVE. DO YOU SEE YOURSELF AS A PROVOCATEUR**  
THEY MIGHT LOOK PROVOCATIVE BECAUSE THERE IS NUDITY. BUT FOR ME NUDITY IS SIMPLY BEAUTIFUL, I SHOOT THESE BOYS AND GIRLS WHO ARE ALMOST PERFECT, AT THE PEAK OF THEIR BEAUTY AND YOUTH...IT IS LIKE SHOOTING DIAMONDS! I LIKE A DOSE OF IRONY AND SARCASM, MAYBE THAT IS WHAT MAKES SOME OF THE PHOTOS PROVOCATIVE, BUT I AM NOT A PROVOCATEUR. I THINK WOULD I BE ASKED TO BE ONE ON PURPOSE, I WOULD BE TOO HARD-CORE.





IS THERE A FASHION HOUSE FOR WHICH YOU WOULD SHOOT FOR FREE?  
HAHA, NO! WHEN YOU GET AT THIS LEVEL, YOU ARE THERE BECAUSE OF YOUR  
WORTH AND NOT BECAUSE OF YOUR VALUE. I DON'T KNOW ANYONE WHO DOES  
IT AND NO FASHION HOUSE WITH SUCH EXPECTATIONS  
(QUITE THE CONTRARY). I WOULD DO IT TO HELP OUT A FRIEND.

THREE YEARS AGO YOU MOVED FROM ATHENS TO PARIS. WAS IT A  
SPONTANEOUS DECISION OR NOT?  
VERY MUCH SO! I WENT FOR A QUICK TRIP AND ENDED UP STAYING FOR 3  
YEARS. I DON'T LIKE TO PLAN MUCH. I BELIEVE IN THE MAGIC OF THE  
MOMENT...

WHAT DO YOU MISS MOST OF YOUR LIFE IN ATHENS?  
THE WEATHER AND THE SENSE OF BELONGING.

HOW IS AN ORDINARY DAY IN THE LIFE OF A PHOTOGRAPHER?  
I CANNOT SPEAK FOR OTHER PEOPLE BUT IN MY CASE EVERY THERE IS NO  
ORDINARY DAY. BUT ALMOST EVERY DAY I WILL DO SOMETHING THAT HAS TO  
DO WITH PHOTOGRAPHY, BE THAT SHOOTING, RETOUCHING OR RESEARCHING.  
SOMETIMES THAT TAKES ALL OR MOST OF MY DAY AND OTHER TIMES LESS,  
BUT I DO THAT EVERY SINGLE DAY!

DO YOU BELIEVE IN TALENT OR HARD WORK?  
GENERALLY I BELIEVE IN BOTH. I DO NOT HOWEVER BELIEVE, THAT ANYONE  
HAS EVER SUCCEEDED IN WHAT THEY DID, WITHOUT WORKING REALLY HARD!





**YOUR NEXT STEPS?**

AT THE MOMENT I AM WORKING ON A PERSONAL PROJECT THAT IS AN ON-GOING PIECE OF WORK AND I AM ALSO WORKING MORE ON VIDEOS. I AM PLANNING TO TRAVEL MORE..

**WHICH CITY YOU TRAVELLED TO, INSPIRED YOU THE MOST?**

THE LAST CITY THAT INSPIRED ME THE MOST, I ENDED UP LIVING THERE FOR 3 YEARS AND THAT WAS PARIS. I WOULD HAVE TO SAY ISTANBUL TO ANSWER YOUR QUESTION, WHICH IS ALSO MY NEXT DESTINATION.

**WHATS YOUR PERSONAL GOAL AS A PHOTOGRAPHER?**

TO EXPLORE AS MANY DIFFERENT AVENUES THIS MEDIUM CAN OFFER ME TO, TRAVEL AS MUCH AS POSSIBLE, MEET AS MANY PEOPLE AS POSSIBLE, AND HOPE THAT ALONG THE WAY I FIND SOMETHING SUBSTANTIAL TO SAY THAT COULD LEAVE A LITTLE MARK AND INSPIRE SOMEONE ELSE.

**CLOSING OUR CONVERSATION, DO YOU SEE VIDEO AS THE FUTURE OF PHOTOGRAPHY?**

NO! TECHNOLOGY ALREADY MAKES VIDEO-MAKING PART OF THE PHOTOGRAPHIC PROCESS, BUT A STILL IMAGE WILL NEVER BE REPLACED. THE POWER OF A PHOTOGRAPH AND THE IMPRESSIONS IT CAN INSTILL IS TOO STRONG TO BE ALTERED.

















