

WILFRID ROUFF - BIOGRAPHY

Wilfrid Rouff is a photographer and conceptual artist, whose work has been shown, and who has performed, in some of the most innovative galleries in Paris and New York—*J&J Donguy*, *Galerie Satellite*, *La Boutique Sentimentale*, *C Space*, *White Columns*.

Several of his pieces are included in the collections of the *Centre Pompidou* in Paris. In particular, he contributed to *Anti-Pub*, produced by *Beaubourg*, at the invitation of **Jean Dupuy**.

More and more with time, he has chosen to surrender to chance and the automatic in the making of photography: releasing the shutter to patterns of ambient sound, or letting movement create the image. He has embraced the simplest possible cameras—toy cameras, compact cameras, the first generation of cell phones and now smartphones—finding artistic freedom in their technical constraints.

Rouff began as an assistant to giant of fashion photography, **Oliviero Toscani**. In his early years, he was an active member of **Groupe Untel**, of whom **Ben Vautier** wrote that are “very close to my street actions of the 1960’s and to **Fluxus**”, replacing one of the trio for a few years.

In the mid-80’s, **Carrie Donovan**, chief fashion editor for *The New York Times Magazine*, introduced him backstage to the Haute Couture and Ready-to-Wear Collections in Paris and New York. For close to a decade, he was one of a handful of photographers (along with **William Klein** and **Françoise Huguier**) to focus his singular lens on a backstage fashion world that has since become ubiquitous.

At the same time, **Rouff** traveled all over France for *Carrefour* (the French *Walmart*), photographing for their monthly publication, *Le Journal de Carrefour*. Then, he worked commercially in 360° immersive photography.

During the 90’s, **Rouff** began to teach, helping a new generation of photographers explore the medium. He became a member of the pedagogical team at *L’Ecole des Arts & Métiers de l’Image MI21 in Montreuil-sous-Bois, just outside Paris*. Known as *l’Ecole Autrement*, this alternative art school thrived for a decade.

His work has been shown in the networks of the *French Institutes*. In particular, he was invited to Lagos in 2002 where he conducted workshops on animated gifs (already), and in 2007 to the *Jakarta International Photo Summit* where his workshops focused on ‘second-long photographs’. He also showed at the *French Institute of Valencia* in 2010.

More recently, **Rouff** has given master classes at *Massachusetts Institute of Technology* (MIT) and at *Ecole Supérieure des Arts Visuels* (ESAV) in Marrakesh, Morocco.

He contributes regularly to the *Revue Doc(k)s*, an alternative poetry review published in Corsica.

Rouff lives and works between Marseille and New York.