**SOLD ON A FEELING**

I am Luke Chan, and my photography practice converts ideas from clients into strong visual statements to allure viewers into the idea itself. From the start I had to find my passion for photography from anything around me using borrowed equipment, surrounded by vast sceneries and popping billboards all that seduced me through the lens, shaping my eyes. I’m drawn to images that provoke thoughts often using techniques around reality and the surreal, whether they may be confusing or subtle I’m always curious about them. Now an aspiring advertisement photographer I aim to produce minimalistic, yet visually striking imagery that draws in the audience to imprint on their minds.

This project is about the exploration and pursuit of advertisement photography and the analysis of how it affects the audience when show visually striking images in a large physical format. Inspired by renowned photographers such as the seductive surrealism of Guy Bourdin or the tense photos of Omar Torres, this work aims to halt the viewers in their tracks and make them start to form their own differing perceptions about the photographs displayed, all the while subtly seducing them towards the product as the subjects within the photos. This body of work is not just about selling the products it’s about how products sell emotions, ideas and sometimes illusions.

# LUKE CHAN

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