

# new Heroes & Pioneers®

Press Release – PASTPRESENT

By Justine Tjallinks

May 10<sup>th</sup>, 2021

This is the first book from rapidly rising photographer, Justine Tjallinks. It showcases her photography which has gained international recognition, thanks to a unique aesthetic that combines influences from different forms of art and design. PASTPRESENT will influence and inspire the admiration from those with an interest in photography, fashion, art and socio-cultural studies. The photography transports the viewer to what appears to be a familiar style and genre of image, yet, as we look closer at the work, you notice the subject is often at something that you wouldn't expect – but challenges our perception of beauty.

Tjallinks combines the 'old' and the 'new' to create images that have a sense of nostalgia whilst the content and subjects are often firmly fixed in present day sensibilities. Taking inspiration from Dutch master painters for their use of light and colour, this is juxtaposed with remarkable, contemporary faces and figures seen in modern clothing designs. This aesthetic combination means that Justine's reputation and work is growing quickly.

Justine Tjallinks is an Amsterdam-based, Dutch artist. She started her career as a magazine Designer and Art-Director and worked for leading fashion titles in the Netherlands. After several years of working with photography she wanted to create imagery as she envisioned and took the leap towards a new artistic career in 2014. Published in the British Journal of Photography, Foam magazine, ELLE France, VOGUE Italia and the New York Times Style Magazine (to name a few).

The artist currently works closely as a protégé to Alessia Glaviano, the Brand Visual Director at Vogue Italia. Glaviano has said of Tjallinks:

*'I recall noticing Justine's work in Photo Vogue and immediately recognising the potential: her images commanded the attention and would linger in the mind in a way that happens only seldomly. They spoke of a rare sensitivity, a fierce determination and of an astonishing attention to details which, in time, have become an often-shared process, an opportunity for both of us to grow and deepen our friendship.'*

This book is part of the New Heroes & Pioneers 'Collective Shorts', a collection of affordable hard cover books from talented artists. We want to champion these artists, by making their work much more accessible to the art-book lover!

The photographer boasts a large social following Instagram, and has appeared in many magazine articles and prints. Alongside this, Tjallinks' awards and nominations include:

- 'Photographer of the Year 2019' by the Fine Art Photo Awards
- Shortlisted for the prestigious 'Portrait of Humanity award'.
- Shortlisted - Portrait Of Humanity Award, 2020 - British Journal of Photography
- SIPA - CREATIVE PHOTO AWARDS - 2nd place Artwork: Modern Times (The Sisters) 2019 & 3rd place Artwork: Modern Times (Grace) 2019



What is particularly interesting with this artist is that Tjallinks is involved in the entire process of her artworks. From the concept, to scouting models in the street or on social media, to the sketches, very close collaborations with the stylist and hair/make-up artists according to my sketches, then the shootings themselves and after that many weeks of the entire post production process. All of which contributes to a seamless and cohesive collection of work – of which she has more shows and exhibitions lined up for the near future.

To find out more about this book, please visit [nhppublishing.com](http://nhppublishing.com)

### **BOOK DETAILS**

Photography by Justine Tajllinks

Release date: Late spring / early summer 2021

Recommended public price: 50€/55sek/45 GBP/60 USD

230 mm x 290 mm, hardcover

168 pages + end paper

ISBN: 9789187815454

[Pastpresent.nhppublishing.com](http://Pastpresent.nhppublishing.com)

### **ABOUT THE PUBLISHER**

In early 2013, the New Heroes & Pioneers publishing house – based in Malmö, Sweden – was little more than the kernel of an idea in our minds. Our plan was to publish a range of books containing a smart, interesting and eclectic mixture of art, culture, and lifestyle.

What made this concept unique was that we were, right from the beginning, dedicated to being a vehicle for discovering and promoting new and unknown artists whose singular styles and perspectives make them stand out. The concepts of ‘making human connections’ and ‘giving back’ were woven into the fabric of the corporate culture and have become a clear and conscious part of every project since the company’s inception.

Over six years later, the NH&P titles can be found across four continents and the publishing house remains on a persistent trajectory in exploring and publishing extraordinary culture. We hold true the values that we began with and consistently maintain a passion for working with some of the best people and companies in their field.