

LUKE + NIK



BEYOND THE EYE





LUKE + NIK

BEYOND THE EYE

DOSGES



THE ART OF CREATING A REALITY BEYOND WHAT CAN BE SEEN WITH THE NAKED EYE. AN EXPLORATION OF THE INFINITE POSSIBILITIES OF IMAGE MANIPULATION, WHERE CREATIVE FREEDOM MAKES US DISCOVER NEW PLACES.

A NEW WAY OF UNDERSTANDING FASHION AND THE EDITORIAL WORLD, OUTSIDE THE ESTABLISHED PATTERNS, GIVING VOICE TO WHAT IS ABSENT IN CULTURE.

THE CREATION OF NEW SPACES AND NEW DIMENSIONS THROUGH THE COMBINATION OF ANGLES, LIGHTS AND SHADOWS, COLORS AND POST-PRODUCTION TECHNIQUES.

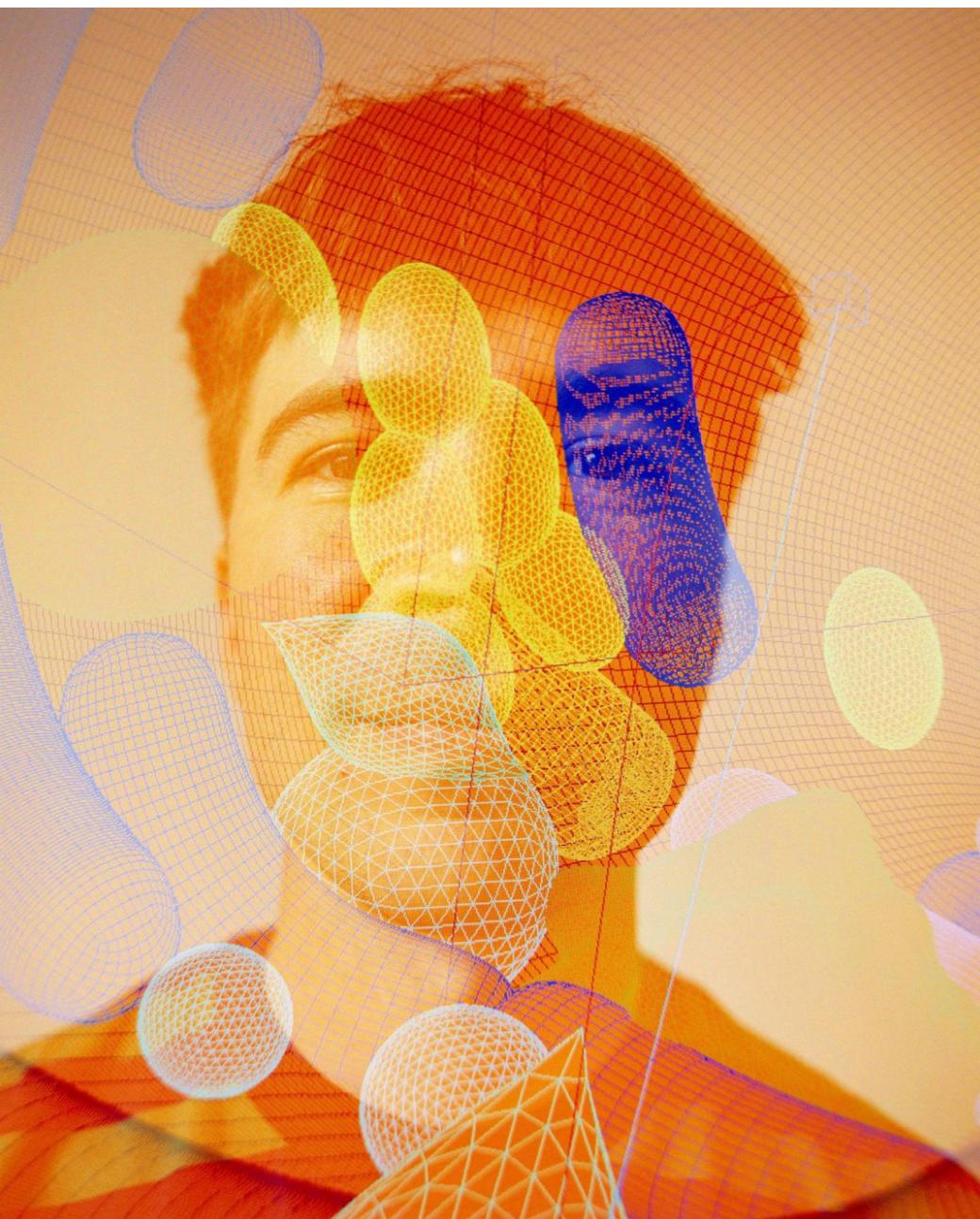
PHOTOGRAPHY BEYOND THE CAMERA BEYOND THE EYE.



Commision for Courier Magazine  
Featuring Wang and Söderstrom

Jul. 2022.

Anny and Tim are a swedish duo that specialise in colorful, 3D printed sculptures.



negatives are developed, an only then can you see how the two images interact together. It is therefore necessary to visualize it very well before taking the shot.

same negative is exposed twice, capturing two images together in the same frame, creating a perfect organic melt. This technique brings an element of uncertainty to the process, as the result remains a mystery until the



Luke and Nik try to incorporate elements of the subject's personality within the images, be it through an object or something which points to their profession. For this images, the sculptures that the couple do are integrated in the composition using an image of the 3d rendering from the computer screen which they use to create their sculptures, and melting it with their portraits. To achieve this, they have used double exposure, a photographic technique where the



14



io Men Magazine  
Editorial work  
Nov. 2017

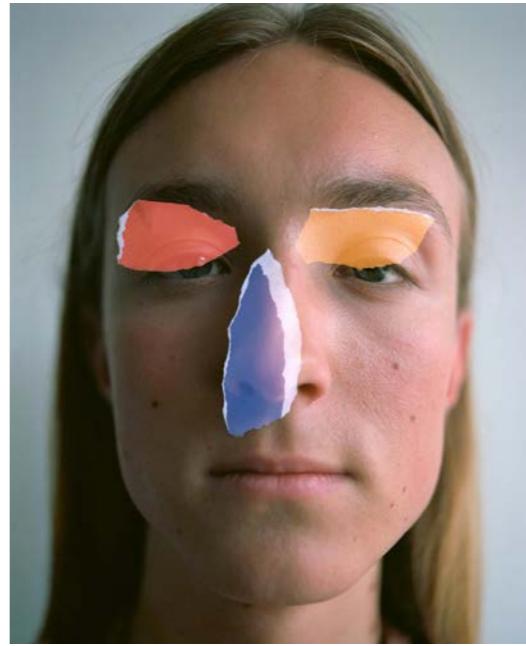


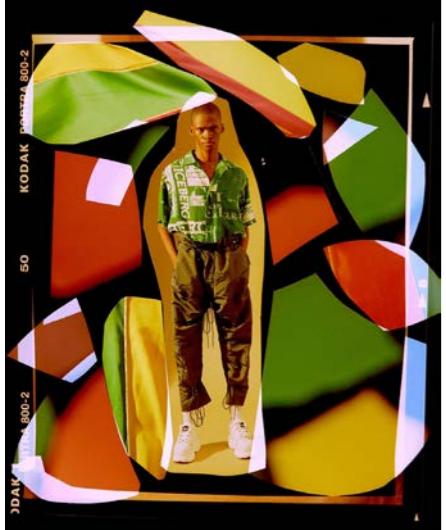
15

Capturing an idea  
during a trip  
with a friend.  
Personal photo



Muse Magazine  
Harris Reed  
Editorial Work  
Sept. 2017





Rapha  
Advertising work  
May 2018



Vogue Thailand  
Editorial work  
Mar. 2023



Refinery29  
Editorial work  
Oct. 2019

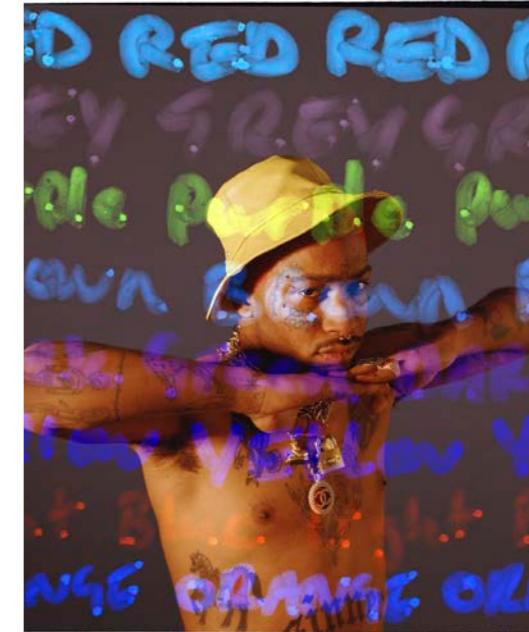




The Fader  
Lil Tracy's Third Life

Editorial work  
Jan. 2019

The article features the life of rapper Lil Tracy, his personal experiences and his struggle with addiction. The images try to capture the artist's unique personality and vibrant environment.



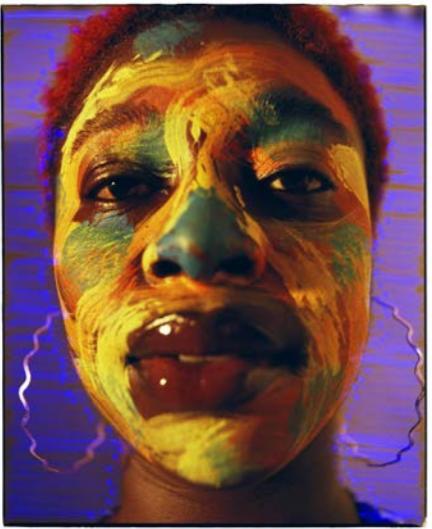
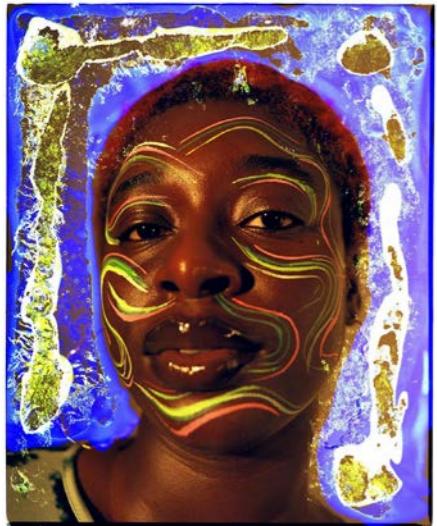
make believe that it is something different. It is something characteristic of their style.

There is something about the handmade that just can not be replaced by anything else.

the manual, the organic, for it to be noticeable that it is handmade, for the lines of each stroke to be marked. They do not try to disguise it at all or to

Another technique this artists use is painting on the negatives. With markers and pens, they intervene directly on the original negative, completely destroying the original image and eliminating any possibility of recovering it. "It's a very destructive process, and for that we like the outcome even more," they say. The risk of making a mistake makes the resulting image completely unique and irreplicable. In addition, the artists share a taste for

Dazed Beauty  
Advertising Work  
Dec. 2020

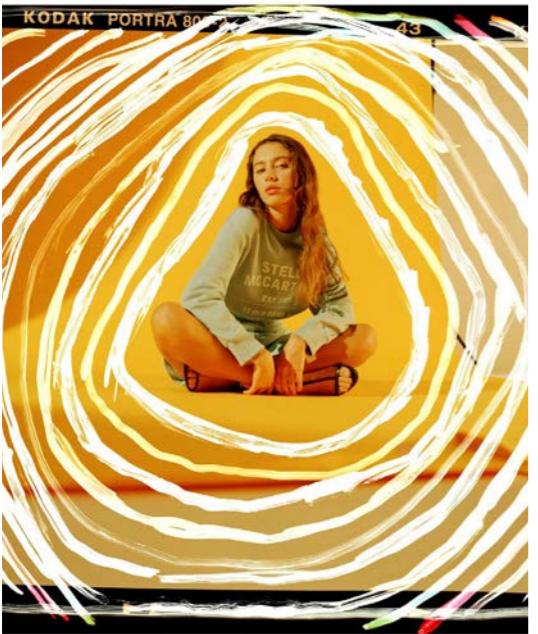


Esquire UK  
Editorial work  
May 2021

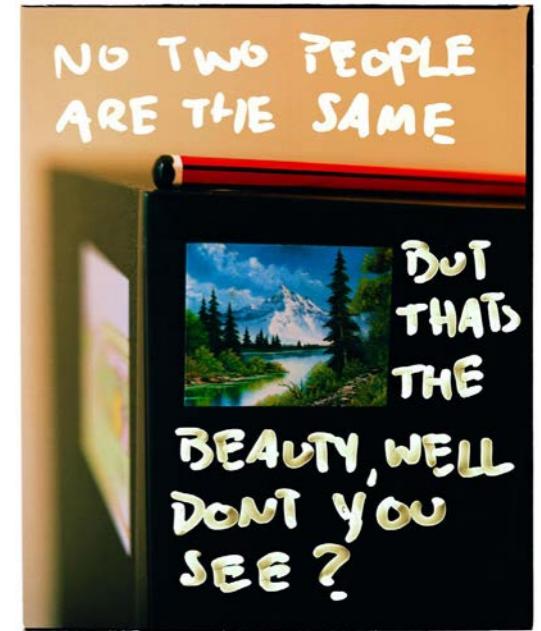


Footlocker x Nike  
Advertising work  
Feb. 2022

Stella McCartney  
Advertising work  
Mar. 2021



Season x Nike  
Leah Williamson  
Editorial work  
Apr. 2019



WeTransfer  
Advertising Work  
Apr. 2020

Puma  
Hignsnobieity  
Commercial work  
Oct. 2019

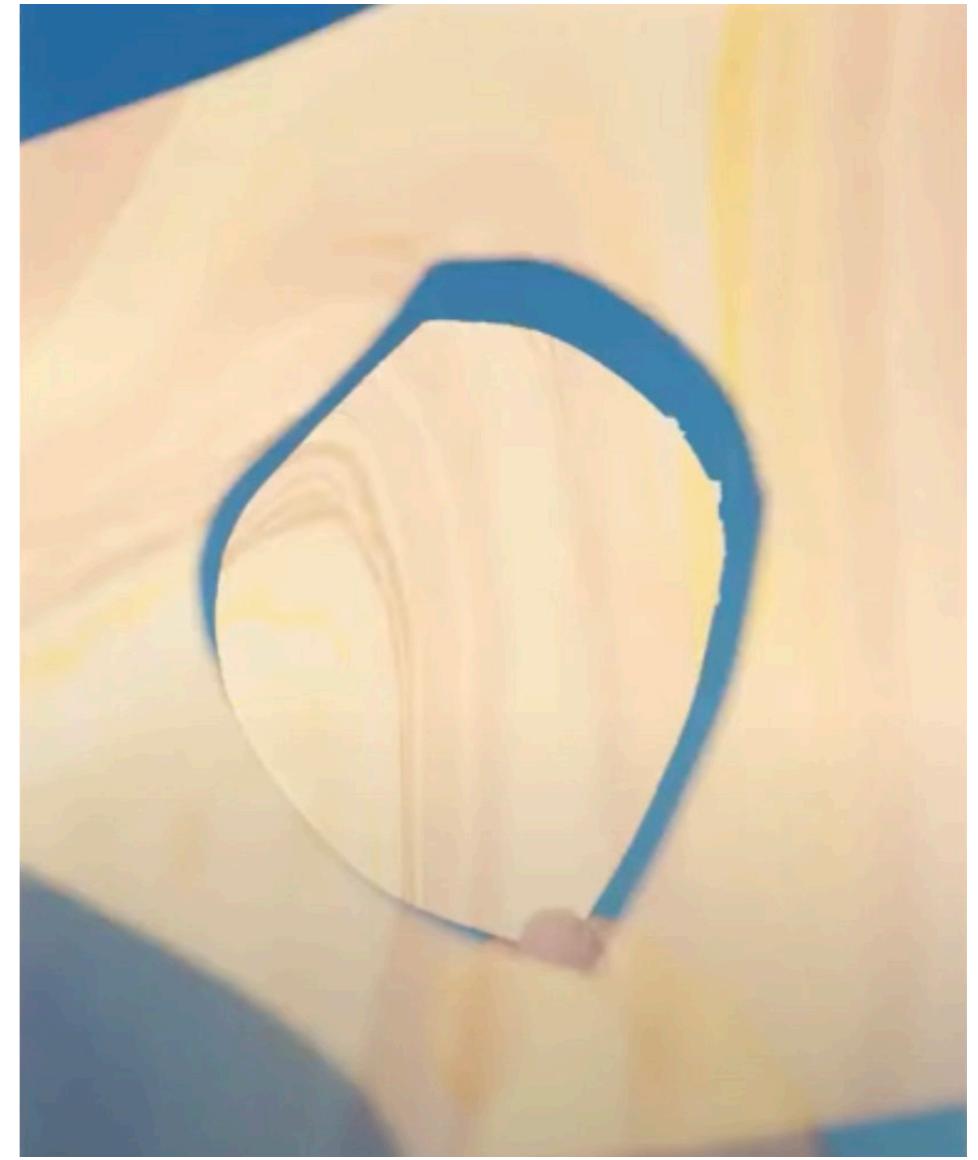




Muse Magazine  
Featuring Harris Reed  
Editorial work  
Sep. 2017

The thing about inspiration is you never really know where it comes from. When you do personal work, you do not think of using those ideas for commercial works. It is more of a subconscious thing.

This image was taken during a trip the duo made to the United States years before this editorial project was even suggested. It was not the original idea, but something in the subconscious made them associate it. You see a lot of things and put them in the back of your mind, and they end up popping up one way or another at some point. "It is like having a mind moodboard"



North Face  
Advertising work  
Nov. 2022



34



Courier Magazine  
Wang & Söderstrom  
Editorial work  
Jul. 2022

35

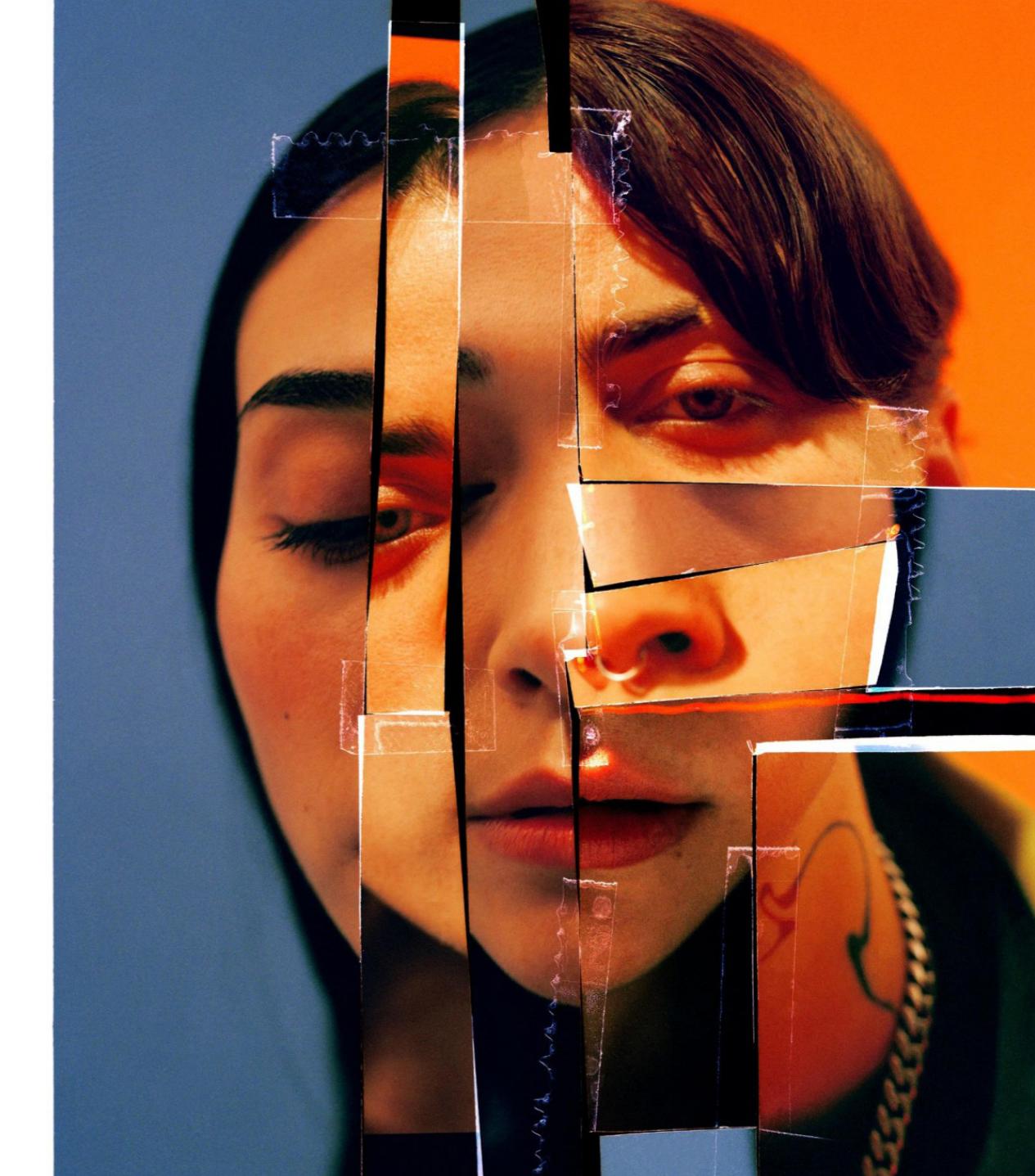


The Fader  
Editorial work  
Jan. 2019



—put your foot in your mouth





Unlike other photographers, with Luke and Nik not everything is entirely pre-meditated. They are more spontaneous.

They claim that the best shots are always the ones they were not planning on doing and kind of

just happened at the moment.

"Sometimes our brains get these inspired flashes and we try to write it all down like sketches so we know what to do after, but there is never much planning in advanced".



They somehow always know where it is going to go, without having to discuss it beforehand.

Sometimes you try a new technique and see there is something there, but maybe you sort of have to come back to it in a couple of years. Maybe you are not really into that style at the moment. And that shows. But at the same time, there is something about those images that are not quite finished that sets a

"This process is not easy.

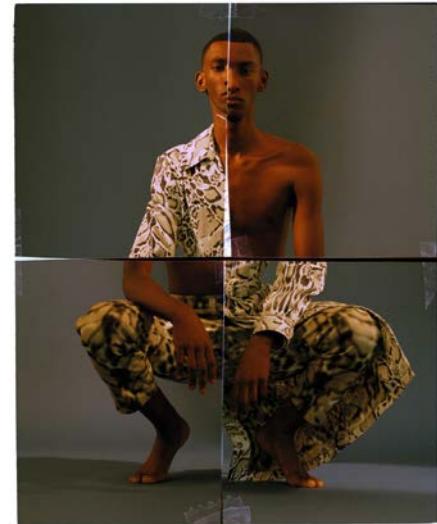
Take your time. It is okay if you are not going as fast as the person next to you. It all counts".



pattern in your work in the future. And that happens to us every time. We keep finding resemblances to those moments.

Mr Porter  
Commercial work  
Nov. 2022

D'Scene Magazine  
Editorial work  
Dec. 2018



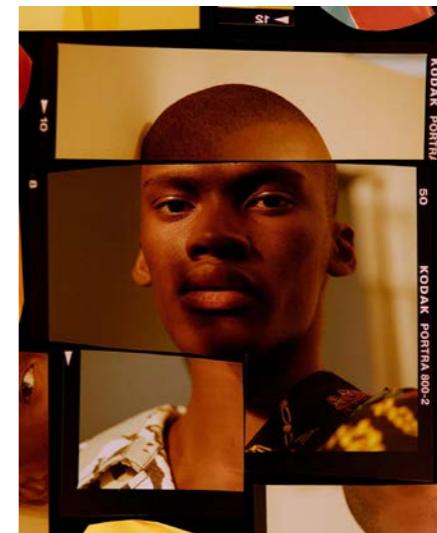
Rapha  
Advertising work  
May 2018



Stella McCartney  
Advertising work  
Mar. 2021



Stella McCartney  
Advertising work  
Mar. 2021



D'Scene Magazine  
Editorial work  
Dec. 2018



Esquire UK  
Editorial work  
May 2021



Dazed Beauty  
Advertising Work  
Dec. 2020

"Recently we have decided to look at what we have around us and find for inspiration closer to home. This space to think and reflect can become harder and harder to set aside time for, but being alone with your thoughts in a peaceful setting stimulates creativity unlike anything else."

Stella McCartney  
Advertising work  
Mar. 2021



Footlocker x Nike  
Advertising work  
Feb. 2022



Over time they have discovered that they can find references and inspiration anywhere. Obviously in music, books and movies. But above all in elements of nature. The moon, the sky, flowers, leaves. The spring. These are elements that are recurrent in their compositions in an almost automatic way.



"What makes something worthy of being photographed for you?"



Mr Porter  
Commercial work  
Nov. 2022

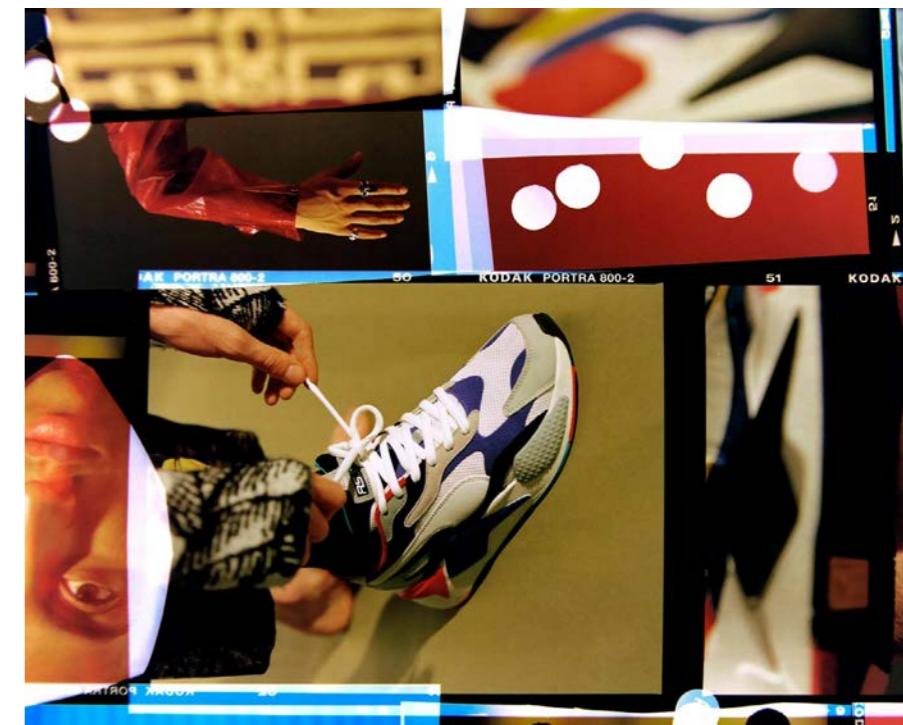


Season x Nike  
Leah Williamson  
Editorial work  
Apr. 2019

Puma  
Hignsnobity  
Commercial work  
Oct. 2019

"Something you want to remember".

"Something that makes you stop for more than a second and look at it".





Stella McCartney  
Advertising work  
Mar. 2021

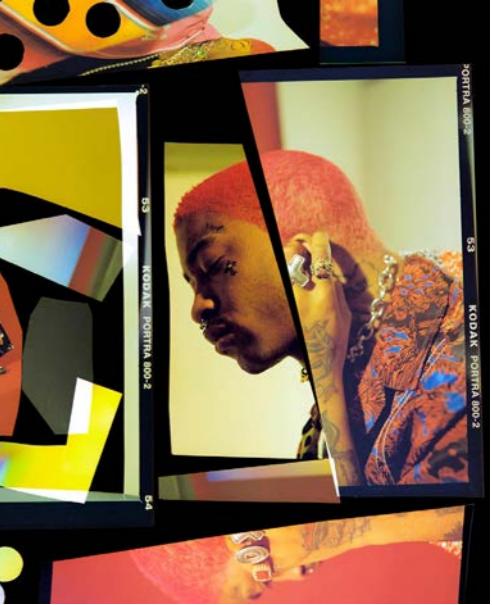
Rapha  
Advertising work  
May 2018



Refinery29  
Editorial work  
Oct. 2019



The Fader  
Editorial work  
Jan. 2019



Puma  
Hignsnobieity  
Commercial work  
Oct. 2019



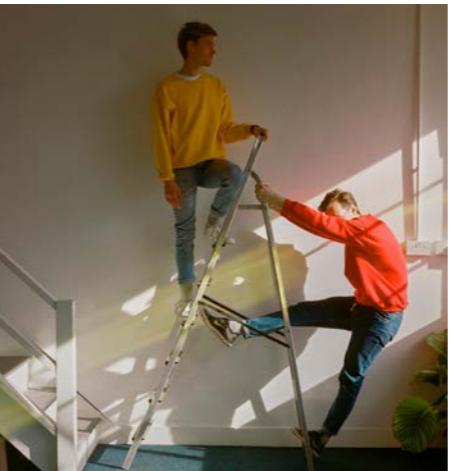
MISTAKES WILL HAPPEN

together after all these years. "If one of us likes something and the other does not, we drop it". Their main goal as image makers and the reason they work within fashion is to have the opportunity to add to the daily conversation of how fashion is seen and how it reflects society. "We are not activists. We are not

changing the world. But we can do smaller things to highlight what is absent in the culture", they claim. They make a conscious effort to think

about who and what they are photographing and try their hardest to use a diverse range of characters in their work and capture things as they are in the moment.

The most captivating aspect of Luke & Nik's imagery is the way they weave additional dimensions throughout each photograph. Whether a portrait of a model's face or a random prop positioned for an abstract close-up, Luke & Nik allow shadows, light, color and angles to tell the unique narrative behind each complete image.



Luke Norman and Nik Adam are an artist duo working with photography and motion image. They met at University of Creative Arts in 2007 and two years later they had to work together making pictures for a show there. They have been working hand in hand ever since. Even though Luke lives in Copenhagen and Nik in London, they do every single project together. "Rather than a drawback, we like to think of it as a franchise. We can reach out to a bigger audience, so we have twice as many clients". Although they have slightly different inspirations, the direction

in which they want to go has always been pretty much the same, and that is the main reason they are still working

**Editing**  
Raquel Gago

**Design**  
Raquel Gago

**Maquetation**  
Raquel Gago

**Proofreading**  
Raquel Gago

**Printing**  
C&C Offset Printing

This project has been possible thanks to the collaboration of the authors and the interviews conducted by Tami Aftab, Ruby Boddington, Pauline Magnenat and Vanessa Feder.

First edition, 2024  
© of this edition: Dosges, 2024  
© Luke and Nik

ISBN: 978-84-15303-38-2





