



Lizzy Jagger with yellow fin tuna © Rankin/Fishlove

FISHLOVE ROME

ITALY PREMIERE, JUMEIRAH GRAND HOTEL VIA VENETO, ROME

2 July 2013

After phenomenal successes in London and in Paris, FISHLOVE - the radical and iconic photographic project which is spearheading the campaign to end over-fishing in Europe - is coming to Rome for a one night 'pop up' event at the Jumeirah Grand Hotel Via Veneto on the 2nd July.

The photographs of celebrities with fish in their naked arms have brought the impending catastrophe of over-fishing to the world media's attention. Taken by world renowned photographers such as Rankin and Alan Gelati, the Fishlove series has featured Greta Scacchi, Jerry Hall, Lizzy Jagger, Terry Gilliam, Sir Ben Kingsley, Sir Michael Gambon, and French actress Melanie Laurent, amongst others.

Now, a list of illustrious Italian celebrities have joined the campaign to save the marine environment from collapse.

An image of Italian film star Isabella Ferrari, taken by British film director and photographer Mike Figgis, will be premiered at the pop up exhibition, to be held on the roof terrace of the five star Jumeirah hotel in Rome.

Ferrari will be joined at the event by fellow Italian personalities, Ennio Fantastichini, Delfina Delettrez, Valentina Cervi, Giorgio Lupano (all of whom have had their Fishlove portrait taken by Figgis), and Paola Maugeri (who featured in the Rankin series).

Also to be shown for the first time will be a Fishlove portrait of Japanese fashion designer Kenzo, photographed by renowned French portraitist, Denis Rouvre.

"The striking photographs are acting as a wake-up call to the world: end over-fishing, or our seas will be without fish within a generation," says Nicholas Röhl, co-owner of Moshimo restaurant in Brighton, England, who founded the project with actress Greta Scacchi in 2009 in response to the crisis of collapsing fish stocks in our seas.

Single-handedly, Fishlove has managed to do what nothing else has: to put the issue of fish conservation on the front covers of newspapers and magazines across the world.

In one week alone, the Fishlove website, www.fishlove.co.uk, attracted 1.6 million hits.

“The images are so unusual because we’re not used to seeing fish as creatures that we need to respect and conserve; we’re more used to seeing fish merely as a resource to exploit,” Nicholas says.

Actress Greta Scacchi, co-founder of Fishlove, explains why she got behind the idea of creating a collection of images of famous people cuddling or communing with a sea creature: “We’re making a point about how we feel less emotional about the near extinction of a species if it isn’t cute and fluffy.”

“The power of the collection of images is becoming the line up of great actors and personalities sharing their outrage in a spirit of fun, audacity and solidarity,” says Scacchi.

Fishlove is now working urgently with campaign groups such as OCEAN2012 to persuade members of the European parliament, like Rome’s Guido Milana, to end fishing subsidies that will fuel overfishing.

On July 10th three Italian MEPs, Guido Milana, Antonello Antinoro and Crescenzo Rivellini will be able to vote for a rejection of proposals to continue failed EU fisheries management and instead support a fisheries subsidy regime that will see an end to overfishing.

“Fishlove is campaigning for sustainable fishing so that fishing communities will be able to fish for generations to come,” says Röhl.

Greta Scacchi and Nicholas Röhl will be available for interview on 2nd July.

Fishlove is produced by Nicholas Röhl, co-owner of Brighton Japanese Restaurant MOSHIMO and actress Greta Scacchi.

Many of the fish depicted in these images were kindly supplied by Direct Seafoods, Colchester because it supports the work of Fishlove to promote fish sustainability.

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www.fishlove.co.uk

