



Mélanie Laurent © Alan Gelati/Fishlove

## **NEW FISHLOVE COLLECTION**

### **WORLD PREMIERE, BAUDOIN LEBON GALLERY, PARIS**

**28th May - 1st June 2013**

A new collection of FISHLOVE images - the radical and iconic photographic project which is spearheading the campaign to end over-fishing in Europe - are to be premiered at the Baudoin Lebon gallery in Paris on the 28th May 2013.

A photograph of French actress Mélanie Laurent will be among those shown.

The photographs, taken by Italian fashion photographer Alan Gelati, join those of British fashion photographer Rankin which have caused a media sensation across the globe.

As part of the Fishlove campaign, renowned French portraitist Denis Rouvre, will be taking Fishlove portraits of French celebrities on 29th May in Paris.

Plans are also afoot for the British director, Mike Figgis, to create a Fishlove series both in London and at Cannes (15th - 26th May).

French actress Mélanie Laurent's photograph will be shown for the first time alongside celebrities from the world of film, stage, sport and business, all of whom have had their portraits taken with fish.

An image of Richard Branson, owner of Virgin, holding a fish in his naked arms will also premiered.

"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](http://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 need our love, as creatures that we need to protect; we’re more used to seeing fish as food,” Nicholas says.

Melanie Laurent explains why she agreed to have her portrait taken: “The fishing crisis is quite complex and difficult for people to understand, but this was so simple: it said everything that anyone needed to know about the fishing crisis: if we don’t start protecting fish, they will die out,” she says.

Fishlove is now working urgently to aid campaign groups such as OCEAN2012 to persuade the European governments to support the reforms of the Common Fisheries Policy voted by the European Parliament in December. France is considered instrumental in the negotiations to secure a better future for fish.

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

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

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