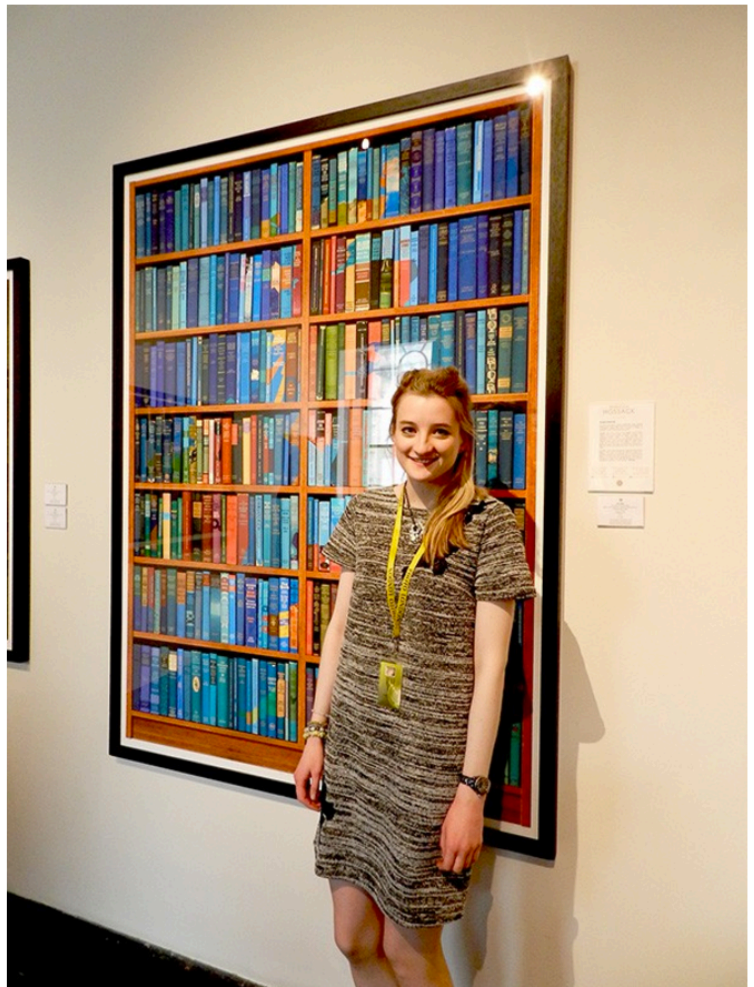


Photo London Heads off in a Different Direction for Its Third Edition and Ends on an Upbeat Note

By Michael Diemar

Downstairs in the main building I stopped by a few times to see the Phil Shaw images in Rebecca Hossack Art Gallery's space. At a quick glance they came across as large, very cosy images of shelves with old books. But closer inspection revealed something much stranger, reminiscent of Jorge Luis Borges, as well absurdist literature. Each shelf had a theme. Among them Truth, with books entitled "The Truth About Water", "The Undiluted Truth About Drinking Water", "The Truth About Nuts", "The Truth About Trump", "The Terrible Truth About Marriage", etc.

"And you won't find these books on Amazon," Frankie Cherry from the gallery told me. "All the books are digitally constructed books by Phil Shaw. He researches the titles he wants to use and then letter by letter, designs the books. It takes him about 600 hours to design the books for each print. As for the fair, well, it's our first year here, but it's been good with regards to sales, and we have had a lot of interest."



Frankie Cherry of Rebecca Hossack Art Gallery
(Photo by Michael Diemar)