MADDOX GALLERY

# PRIDE ROCK

BY

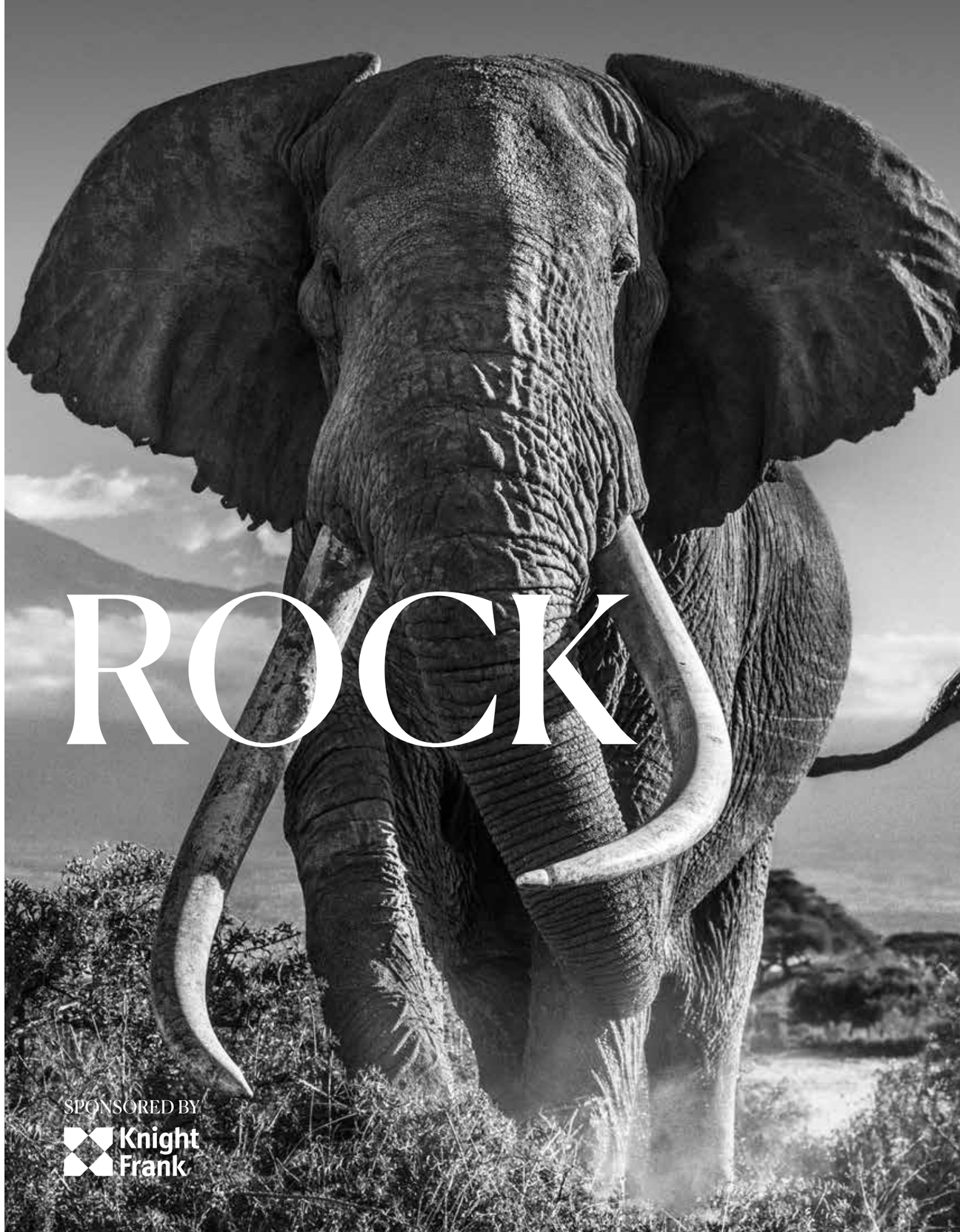
# DAVID YARROW

4TH – 23RD OCTOBER 2019

# PRIDE ROCK

For more than two decades, legendary British photographer David Yarrow has been putting himself in harm's way to capture immersive photography of the world's most revered and endangered species. Now, carefully curated for the first time, 'Pride Rock' will offer a compelling retrospective of Yarrow's spectacular work in the wild, as well as his elaborate storytelling portraiture.

Featuring over 40 of Yarrow's most iconic photographs, 'Pride Rock' highlights the beauty of the endangered planet and the art of narrative as conveyed by one of the most relevant fine art photographers in the world. Yarrow says: "The balance now suits my personality and has no doubt helped my creativity. Both genres can play off each other and spark ideas."



# DAVID YARROW

David Yarrow was born in Glasgow, Scotland in 1966. He took up photography at an early age and as a 20-year-old found himself working as a photographer for The London Times on the pitch at the World Cup Final in Mexico City. On that day, David took the famous picture of Diego Maradona holding the World Cup and, as a result, he was subsequently asked to cover the Olympics and numerous other sporting events. Many years later Yarrow established himself as a fine art photographer by documenting the natural world from new perspectives and the last nine years have been career defining.

Yarrow's evocative and immersive photography of life on earth is most distinctive and it has earned him an ever growing following amongst art collectors. His large monochrome images made in Los Angeles are on display in leading galleries and museums across Europe and North America and his work is also a regular feature at established art fairs. By the spring of 2017, he had firmly established himself as one of the bestselling fine art photographers in the world, with the limited edition prints (just 12 in an edition) regularly selling at over $70,000 a piece and his well-received recent work is now priced even higher.

At the Sotheby's photography auction in London in May 2017, Yarrow's iconic image from South Sudan – Mankind – was sold for $75,000, the highest of the 100 lots in the show. In April of 2018 year David's image "The Wolf of Main Street" sold for $100,000 and was the highest bid for piece by a living photographer. Most recently "78 Degrees North" went for an even more impressive $110,000.

In 2016, Rizzoli New York published Yarrow's latest book – Wild Encounters – with a foreword written by HRH The Duke of Cambridge (Prince William). The book was awarded "Art Book of 2017" by Amazon and has already sold out a second print run. All Yarrow's royalties from the book continue to be donated to Tusk, the leading British NGO that focuses on animal conservation in Africa.

Philanthropy and conservation are central to David Yarrow's passion to document the animal and human world in a fresh and creative way. In 2017, charitable donations from the sale of David's images exceeded $1.2 million, with four of David's pieces raising $186,000 in just a few minutes at the Tusk Gala dinner in New York City in April 2017. In 2018 Yarrow's work raised over $2 million, with $311,000 being raised on one night in October 2018 in collaboration with Tag Heuer and Cara Delevingne towards the Cara Delevingne Foundation.

Yarrow's position in the industry has been rewarded with a wide range of advisory and ambassadorial roles. In conservation, he is an ambassador for WildArk and on the advisory board of Tusk and an ambassador for the Kevin Richardson Foundation. (@lionwhisperersa). In 2017 Land Rover also appointed David as a global ambassador and creative partner. He is the European ambassador for Nikon and has recently been integral to the company's most anticipated Camera release of the last decade. In December 2017 he shot LVMH's latest "Don't Crack Under Pressure" campaign with Cara Delevingne which can be seen in airports around the world.

In Januaury 2019 David was been appointed as the global ambassador for UBS bank, the campaign posters launched in Zurich airport and can now be seen around the world.

In January 2019, David collaborated with American icon Cindy Crawford. The profit from the sales of these images are going to the American Family Children's Hospital in Madison, Wisconsin, as chosen by Cindy. So far the shoot has raised over $100,000 for this amazing cause.

David has continued his partnership with Land Rover as a global ambassador and creative partner. In May 2019, he was invited to Borana, Kenya to be the first person to photograph Land Rover's flagship marketing campaign for the new Defender.

In September 2019, Rizzoli will publish the new book by David Yarrow. This 368 page photography monograph, showcases 150 of David's strongest images from the past two years. The book features a foreword written by global NFL star Tom Brady and an afterword written by American cultural icon Cindy Crawford. All royalties from this book will be donated to conservation charities Tusk, in the UK and WildAid, in the US.

‘PRIDE ROCK’

EDITION OF 20/ EDITION OF 20
132CM X 178CM / 180CM X 251CM
2019

‘THE CAVE’

EDITION OF 12/ EDITION OF 12
132CM X 163CM /180CM X 251CM
2019

‘BLACK PANTHER RETURNS’

EDITION OF 12/ EDITION OF 12
132CM X 165CM/ 180CM X 229CM
2019

‘BLACK CAT’

EDITION OF 12/ EDITION OF 12
132CM X 218CM/ 170CM X 292CM
2019

‘HOT LEGS’

EDITION OF 12/ EDITION OF 12
137CM X 132CM/ 188CM X 180CM
2019

‘TINY DANCER’

EDITION OF 12/ EDITION OF 12
147CM X 132CM/ 203CM X 180CM
2019

‘SAVUTE’

EDITION OF 12/ EDITION OF 12
132CM X 183CM/ 180CM X 257CM
2019

‘THE BOYS ARE BACK IN TOWN’

EDITION OF 12/ EDITION OF 12
132CM X 160CM/ 180CM X 221CM
2019

‘SERENGETI’

EDITION OF 12/ EDITION OF 12
132CM X 160CM/ 180CM X 221CM
2019

‘GANDALF’

EDITION OF 12/ EDITION OF 12
152CM X 132CM / 211CM X 180CM
2019

‘10,000 BC’

EDITION OF 12/ EDITION OF 12
114CM X 226CM/ 140CM X 290CM
2019

‘NORTH OF THE WALL’

EDITION OF 12/ EDITION OF 12
132CM X 183CM/ 180CM X 259CM
2019

‘PAMELA’

EDITION OF 12/ EDITION OF 12
132CM X 165CM/ 180CM X 105CM
2019

‘CHICAGO’

EDITION OF 12/ EDITION OF 12
132CM X 170CM / 180CM X 238CM
2019

‘GOODFELLAS’

EDITION OF 12/ EDITION OF 12
132CM X 196CM/ 180CM X 277CM
2019

‘NO COUNTRY FOR OLD MEN’

EDITION OF 12/ EDITION OF 12
132CM X 145CM/ 180CM X 196CM
2019

‘COYOTE UGLY’

EDITION OF 12/ EDITION OF 12
132CM X 142CM/ 180CM X 193CM
2019

‘ICE AGE’

EDITION OF 12/ EDITION OF 12
132CM X 152CM/ 180CM X 211CM
2019

‘GLEN ETIVE’

EDITION OF 12/ EDITION OF 12
132CM X 155CM/ 180CM X 216CM
2019

‘KINGDOM’

EDITION OF 12/ EDITION OF 12
132CM X 180CM/ 180CM X 251CM
2019

‘THE UNUSUAL SUSPECTS’

EDITION OF 20/ EDITION OF 20
132CM X 193CM / 180CM X 274CM
2018

‘THE BREAKFAST CLUB’

EDITION OF 12/ EDITION OF 12
132CM X 170CM/ 180CM X 236CM
2018

‘BURNING DOWN THE HOUSE’

EDITION OF 12/ EDITION OF 12
132CM X 165CM/ 180CM X 231CM
2018

‘AFRICA 2’

EDITION OF 12/ EDITION OF 12
132CM X 175CM/ 180CM X 244CM
2018

‘JUDGE & JURY’

EDITION OF 12/EDITION OF 12
132CM X 150CM / 180CM X 208CM
2019

‘ROAD TRIP 2’

EDITION OF 12/ EDITION OF 12
132CM X 170CM/ 180CM X 239CM
2018

‘WINNER STAYS ON’

EDITION OF 20/ EDITION OF 20
132 X 175CM/ 180CM X 246CM
2019

‘DEXTER’

AP 1
66CM X 102CM
2018

‘DIAMONDS IN THE SKY’

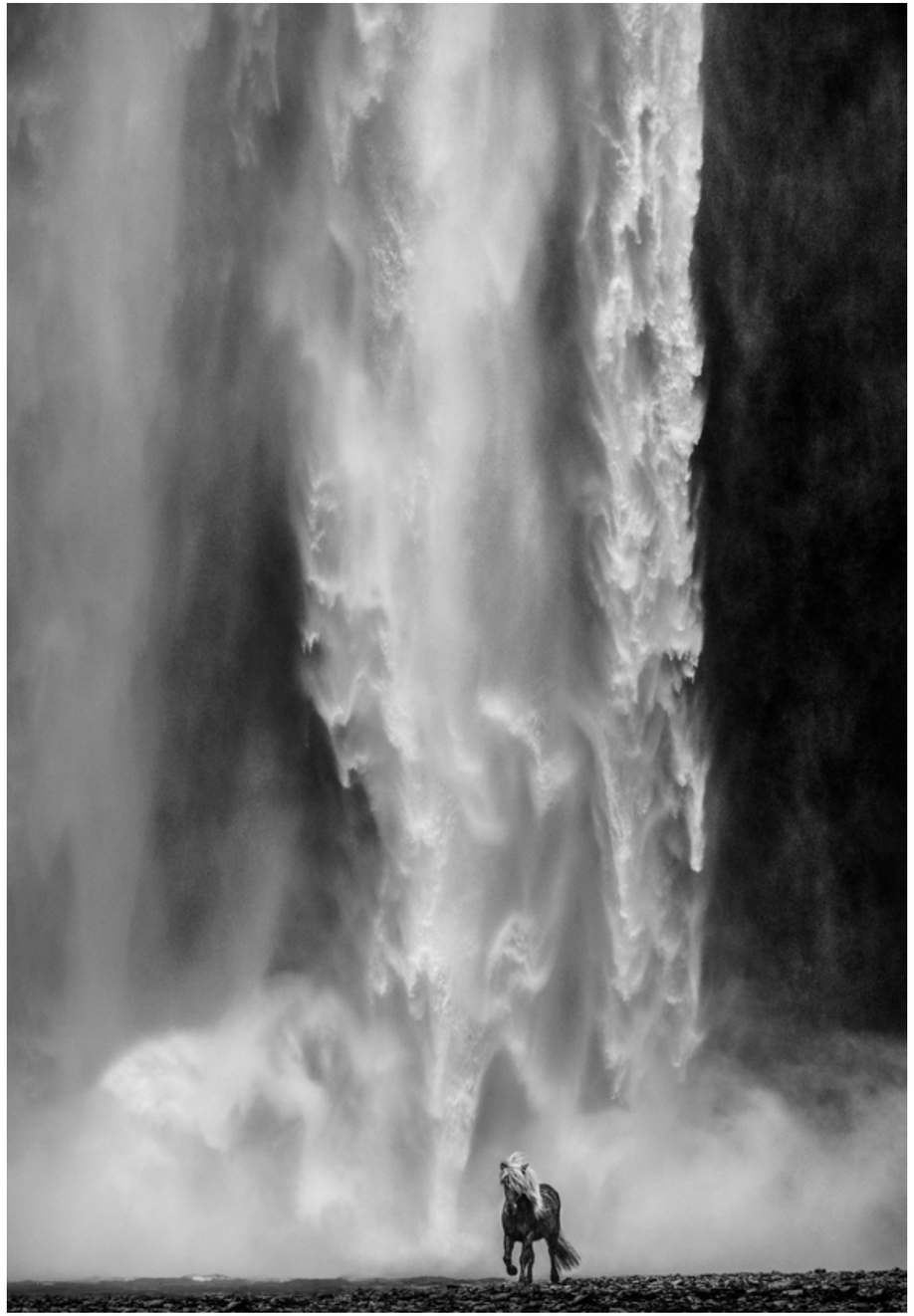
AP 2
76CM X 102CM
2018

‘FISHER KING’

AP 1
86CM X 102CM
2017

‘GARDEN OF EDEN’

AP 1
76CM X 102CM
2018



‘WONDERWALL’

AP 2
102CM X 76CM
2018

‘SQUAD’

EDITION OF 12/ EDITION OF 12
132CM X 206CM / 180CM X 295CM
2019

‘BEFORE MAN’

EDITION OF 12/ EDITION OF 12
102CM X 203CM / 132CM X 285CM
2019

‘WALK THE LINE’

EDITION OF 12/ EDITION OF 12
132CM X 210CM/ 180CM X 299CM
2019

‘KEEPING UP WITH THE CROUCHES’

EDITION OF 12/ EDITION OF 12
132CM X 147CM / 180CM X 203CM
2019

‘TIM’

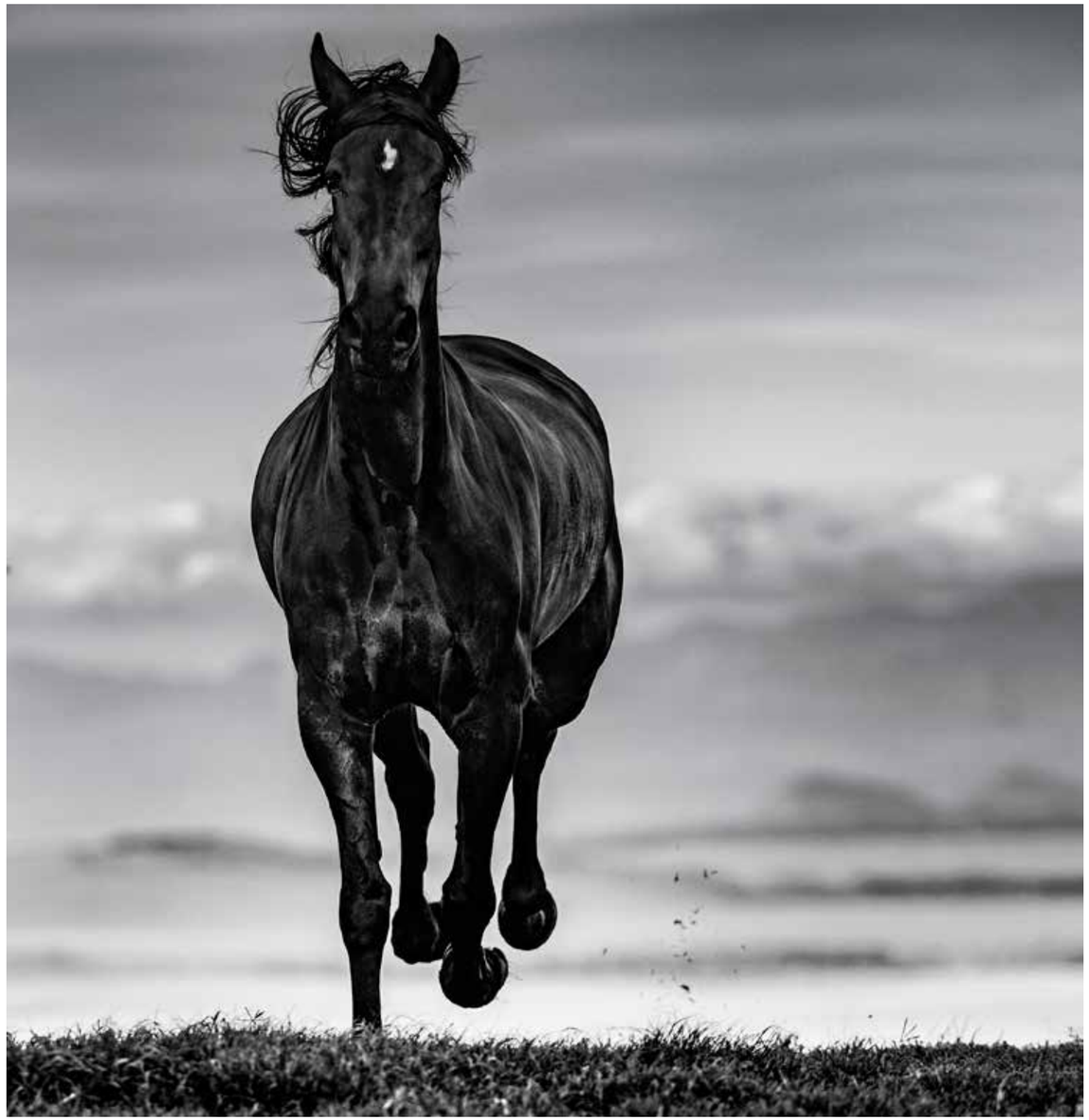
EDITION OF 12/ EDITION OF 12
132CM X 167CM/ 180CM X 236CM
2019

‘NARNIA’

AP 1
76CM X 102CM
2019

‘DEFENSE’

EDITION OF 12/ EDITION OF 12
122CM X 211CM/ 165CM X 300CM
2019



‘BLACK BEAUTY’

EDITION OF 12/ EDITION OF 12
135CM X 132CM/ 185CM X 180CM
2019

‘DADDYS HOME’

AP 1
69CM X 102CM
2018

‘TAKING FLIGHT’

AP 1
71 CM X 102CM
2016

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